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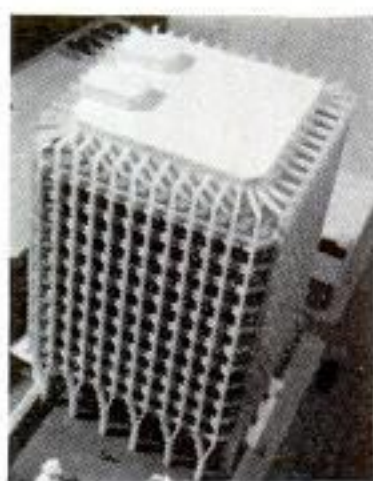
latest advance, the Polaroid Land Camera not only gives you pictures in 60 seconds, but pictures of astonishing quality. Polaroid Land Cameras are priced from \$72.75. The new film can be identified by a yellow star on the box.





## Building's hopeful shape 11

As the recession shows strong signs of receding, U.S. construction industry exhibits a remarkable recovery, fills skylines with a spectacular array of bold new building shapes.



HONEYCOMB BUILDING

## Voices of peace, violence 20

As Eisenhower makes proposals to quiet the Middle East, LIFE gives an exclusive look at Nasser's rabid radio propagandists urging Arabs to more violence.



AN ARAB AS DULLES

## Great gift of art 41

Magnificent French paintings and \$20 million cap 40 years of gifts which the late Leonard Hanna made to the Cleveland Museum of Art.



RENOIR WOMAN

## Total war for a cup 82

Sailing turns into total war when four U.S. boatowners try to out-design, out-sail, out-spy each other for the honor of defending the America's Cup.



U.S. COMPETITORS

## Charm in the air 68

Pretty smiles, trim figures and schooling help propel girls into the coveted job of air stewardess—a picture essay with a panorama of airborne beauties.



JANET AND MARCIA

### COVER

Hostesses Janet Novinski of Capital Airlines (left) and Marcia Egan of Pan American World Airways flash their best smiles (see pp. 68-77)

### THE WEEK'S EVENTS

- A strong sign of recovery: dramatic rise in big construction 11
- The President's plan for Middle East and what he's talking about 20
- Cairo radio: an exclusive look at how it warps Arab minds 22
- Tragedy for vacation-bound U.S. air travelers 27
- Tragedy for homeward-bound oceanic travelers 28
- Hard times face fruitful Hutterites: South Dakota tries to stop growth of diligent Christian communists 33

### EDITORIALS

- "Best of all things is water" 24
- A true message of revolution

### PHOTOGRAPHIC ESSAY

- Glamor girls of the air: for lucky ones, being hostess is the mostest 68

### ARTICLE

- Inches, ounces, seconds: each detail is vital as four yachts fight for the honor of defending the America's Cup. By Maitland Edey. Photographs by George Silk 82

### ART

- Great show of French masters: Cleveland celebrates legacy of Hanna collection 41

### SCIENCE

- Freckles: why they come 49

### CLOSE-UP

- Haunting recollections of a former wife's life with a genius, Eugene O'Neill 55

### TELEVISION

- Youngest Mr. and Mrs. team: Eydie Gormé and Steve Lawrence sing a summery love duet 63

### MOVIES

- Romp for Rex and Kay in *The Reluctant Debutante* 79

### PARTY

- Poolside levee for a bevy of debs 97

### OTHER DEPARTMENTS

- Letters to the Editors 7
- Speaking of Pictures: from what's not there, fascination 8
- Miscellany: handout from the heavens 100

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- 2—FRED STONE—JAMES WHITMORE—ROBERT S. CRANDALL—GEORGE SILK—PETER STACKPOLE
- 7—CARTOON BY PARRISH FOR CHICAGO TRIBUNE
- 8, 9—WILLIAM R. RAY EXC. BOT. LT. VIRGINIA ROEHL FOR TIFFANY & CO. (2)
- 11—JOE CLARK
- 12—FRED STONE, WERNER WOLFF FROM B.S.—WERNER WOLFF FROM B.S.
- 13—STAN WAYMAN—N. R. FARBMAN
- 14, 15—LT. GREY VILLET—A. Y. OWEN; CEN. ANDREAS FEININGER; RT. ALLAN GRANT—A. Y. OWEN
- 16—ANDREAS FEININGER
- 17—A. Y. OWEN
- 18—DRAWING BY A. LEYDENFROST—A. Y. OWEN
- 19—A. Y. OWEN
- 20—WILLIAM R. RAY
- 21—JOHN SADOVY EXC. BOT. LT. CARL MYDANS (2)

- 22, 23—JAMES WHITMORE EXC. BOT. LT. HOWARD SOCHUREK
- 27—GORDON WINSLOW JR., N. Y. JOURNAL-AMERICAN—CARL MYDANS
- 28—COLSON PHOTOS—LT. N.Y. MIRROR (2); RT. RED RUSSELL
- 33 THROUGH 38—WALLACE KIRKLAND
- 41 THROUGH 44—ROBERT S. CRANDALL
- 46—WILLIAM A. WYNNE—GENE PYLE—COURTESY THE CLEVELAND MUSEUM OF ART
- 49—ROBERT W. KELLEY
- 50—ILLUSTRATIONS BY MATT GREENE
- 56—T. THE BOSTON HERALD
- 60—BOY. YVES DEBRAINE
- 63, 64, 67—ALFRED EISENSTAEDT
- 68—PETER STACKPOLE
- 69—JOHN LAUNOIS FROM B.S.
- 70 THROUGH 75—PETER STACKPOLE
- 76, 77—JOE SCHERSCHER, PETER STACKPOLE
- 79—M.G.M.
- 89—MORRIS ROSENFIELD
- 97, 98—ARTHUR SHAY
- 100—PAUL KAYE

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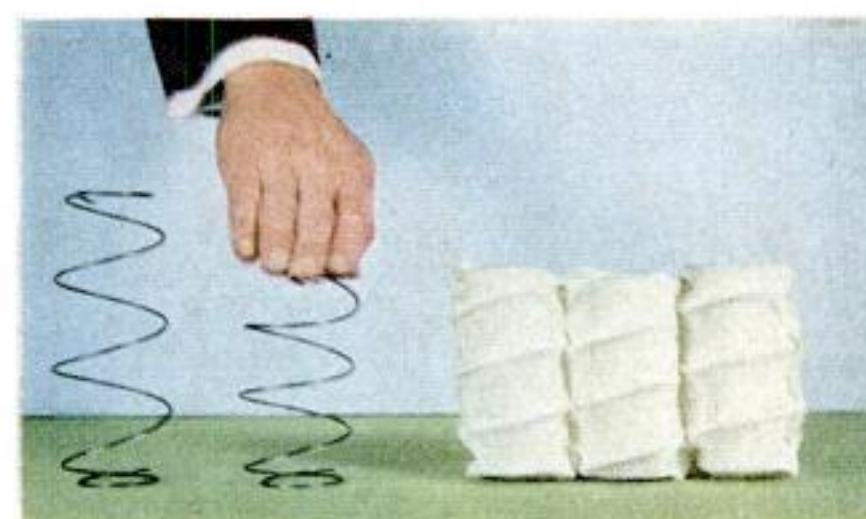
Let the illustrations on this page show you:  
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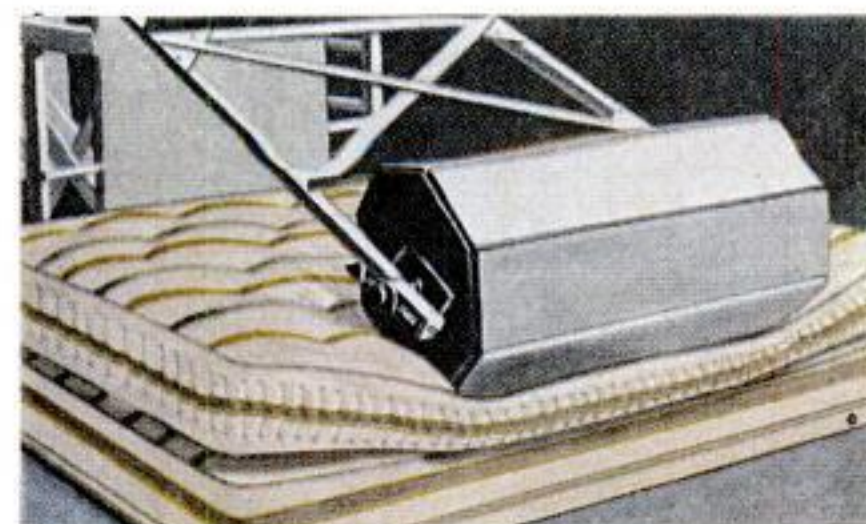
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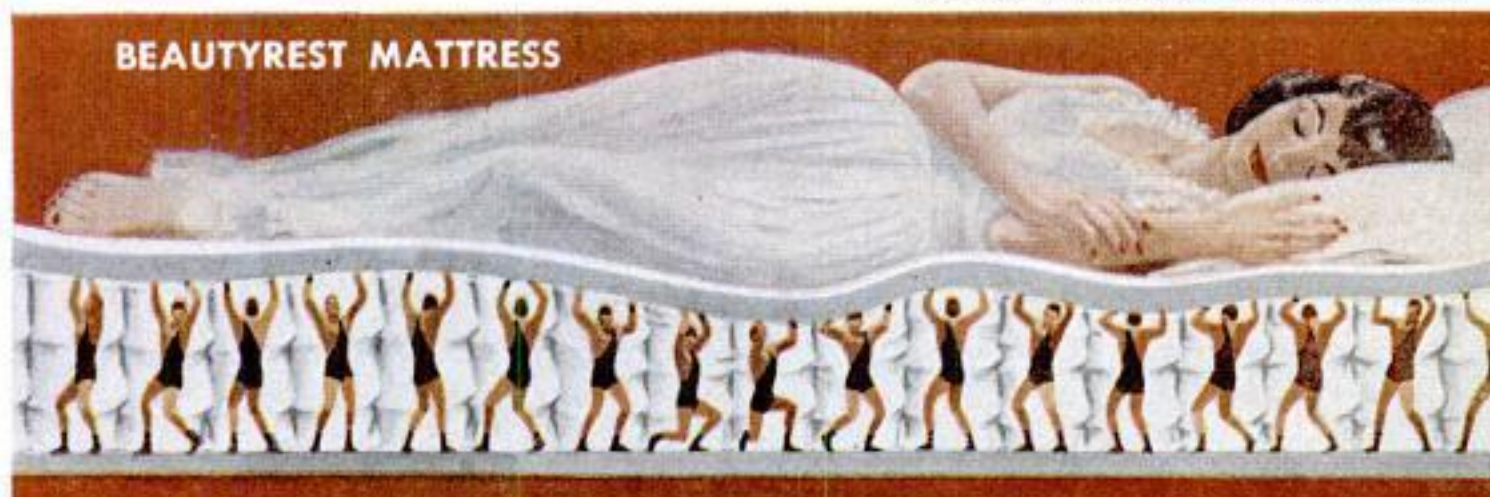
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# LETTERS TO THE EDITORS

## GAVIN

Sirs:

Many thanks to LIFE for printing Part I of General Gavin's report ("The Tragic Mistakes and Bickering That Undermined U.S. Preparedness," LIFE, Aug. 4). It wasn't pleasant reading but the truth often hurts.

MRS. JOHN E. JOHNSON

Augusta, Ga.

Sirs:

Most Americans will unthinkingly applaud by saying "well done." I cannot help but believe that General Gavin has done an over-all disservice to our preparedness.

Although he is perfectly right in all of his premises, his method in publicizing his views after retirement is seriously open to question.

It is true that he did appear before a Senate committee, prior to his retirement, at the hazard of court-martial. He is to be commended for his patriotism in taking that chance. But after retirement he should have pursued his objective by requesting an appearance before the appropriate committee in closed session. There he should have expounded his views rather than divulge our weaknesses to the general public—and to the Communists.

WILLIAM C. WASHINGTON

Austin, Texas

Sirs:

The fallacy of General Gavin's "let's prepare for and fight limited wars" philosophy is that there is absolutely no assurance that a limited war will stay limited. One hothead in possession of a major nuclear weapon could explode a "limited" war into a nuclear holocaust at any time.

ROBERT T. BEAN

Sacramento, Calif.

Sirs:

An Army officer said planes could sink battleships. He was court-martialed. A Navy officer said he could build an atomic submarine. "Carrier admirals" are still trying to retire him. An Army officer said Russia was ahead of us in missiles. He was court-martialed. Sputnik I then startled the world. An Army officer says politics is strangling national security. He, too, will be vindicated.

JIM BARRETT

Kansas City, Mo.

## EPIC JOURNEY ACROSS THE ANTARCTIC

Sirs:

Your story on this odyssey of our era ("An Epic Journey across the Antarctic," LIFE, Aug. 4) was wonderful but it was too bad that you left out the Americans' share in the welcome for Dr. Fuchs and his party.

Nine men from the U.S. Naval Air Facility at McMurdo Sound struggled for four days with legitimate instruments to provide a musical welcome. I saw Dr. Fuchs fighting back tears when he heard them playing



A CAKE FOR DR. FUCHS

under the baton of Father Harold Heaney, the Catholic chaplain, and saw him laugh when Father Heaney said, "Don't play good, just play loud."

There was also a huge cake decorated with the flags of Britain, New Zealand and the United States which a Navy cook had baked as a surprise. It bore the words "Well Done to Dr. Fuchs & Party."

MICHAEL A. HANU

Washington, D.C.

Sirs:

You got your Antarctic expeditions mixed up: in 1908 Shackleton tried to reach the South Pole; his heroic but unsuccessful attempt to cross the continent was made in 1915.

JOHN MAASS

Philadelphia, Pa.

● Sir Ernest Shackleton's 1915 expedition was a saga of colossal trouble from the start. His ship was trapped in pack ice and drifted helplessly for 10 months until it had to be abandoned. It took the party six months to struggle to land. Leaving most of his weakened men behind, Shackleton and five volunteers sailed 750 miles in a 22-foot longboat to South Georgia for help. It took four months to get back to the men. Shackleton wrote his wife, "Not a life lost and we have all been through hell."—ED.

## MR. K'S BID

Sirs:

Howard Sochurek's superb close-up action shots of Khrushchev ("Mr. K's Bid to Be Mr. Big," LIFE, Aug. 4) reveal more reasons for his power and influence than any printed words could possibly accomplish.

LIFE brings me, each week, news that is educational and informative, obtainable through no other media.

LLOYD H. MACMORRAN

Oakland, Calif.

Sirs:

I find the printing of the photographs of the Baghdad mobs' savagery not in keeping with the high journalistic practices I have come to expect from you.

Thinking men everywhere condemn inhumanity: it is not necessary to show them the gory details of a nightmare to convince them that in mobs one often finds all the evil and none of the good characteristics of people.

CHARLES W. ROGERS

San Antonio, Texas

Sirs:

I hope our Marines bivouacking in Beirut are on better terms with the proper use of the rifle than they are with the apostrophe. Their homemade signs—"Not Much but Its Home" and "Have Gun's Will Travel"—suggest another reason for getting our forces out of Lebanon: to send them back to grammar school.

C. L. TERRY

Evanston, Ill.

## HAPPY, POETIC IMAGES OF CHILDREN

Sirs:

Thanks for "Happy, Poetic Images of Children" (LIFE, Aug. 4). The charming pictures and verse gave my spirit the kitelike lift Claire Nicolas White found

in her children. Give us more such stories to help balance the depressing stories we must read.

REBA STEVENSON

Nashville, Tenn.

## EDITORIAL

Sirs:

In your editorial "A Plan to Make Sense in the Middle East" (LIFE, Aug. 4) you suggest that Israel take back at least 100,000 Arab refugees and imply that Israel ought to do this as a moral obligation. Israel has already recognized her "moral obligation."

Walter Eytan, who is director-general of the Israel ministry of foreign affairs, has pointed out that after the armistice agreements, Israel undertook to pay compensation for abandoned land, "agreed to the return of 100,000 refugees, released Arab bank accounts, resettled some 35,000 refugees in her territory, offered Jordan a free zone in Haifa port." The Arab states never considered this offer, Israel made its attempt, only to be rebuffed by those who vowed to "drive her into the sea."

PAUL H. GOTTLIEB

Brighton, Mass.

Sirs:

A million thanks for your most intelligent editorial. For once a national magazine has courage to suggest solution for the troubled Holy Land.

STEPHEN A. HABOUSH

Camden, Me.

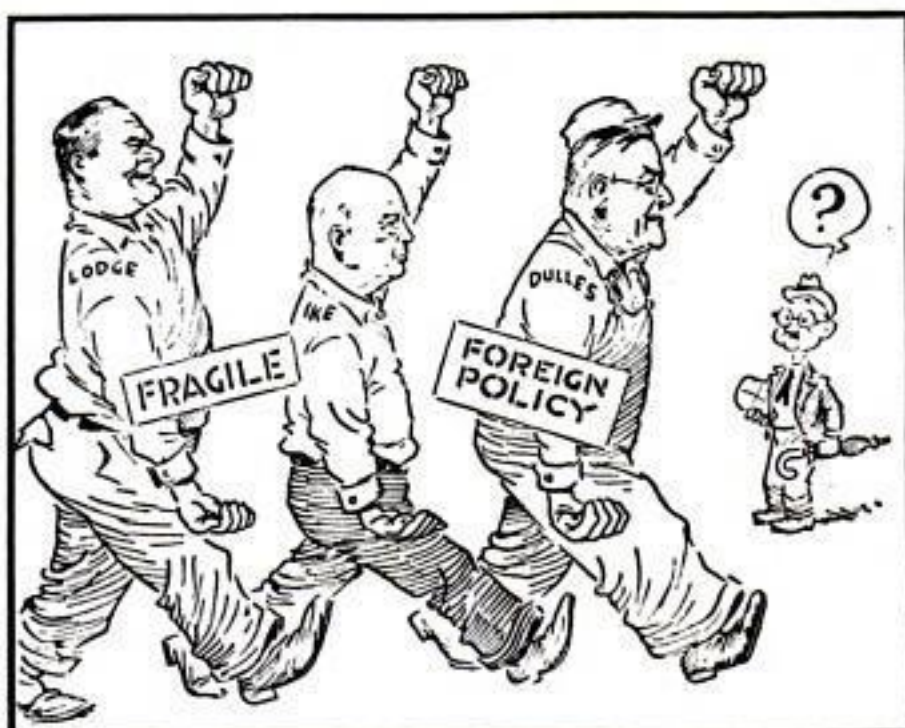
## A TRANSPARENT TRANSFER

Sirs:

I was amused to see this cartoon counterpart of your Miscellany picture showing four men carrying a picture window ("A Transparent Transfer," LIFE, Aug. 4). It was done by Joseph Parrish of the Chicago Tribune and was reprinted in several papers across the country.

BARBARA WARNER

Chicago, Ill.



THE MEN WITH A PANE OF GLASS

## GOLFERS' DOMAIN INVADED BY LADIES

Sirs:

Re "Golfers' Domain Invaded by Ladies" (LIFE, Aug. 4), we hate to admit that the men can beat us, but when it comes to weird hats and Bermuda shorts on the golf course, we concede.

MRS. NEAL HERRING

Atlanta, Ga.

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



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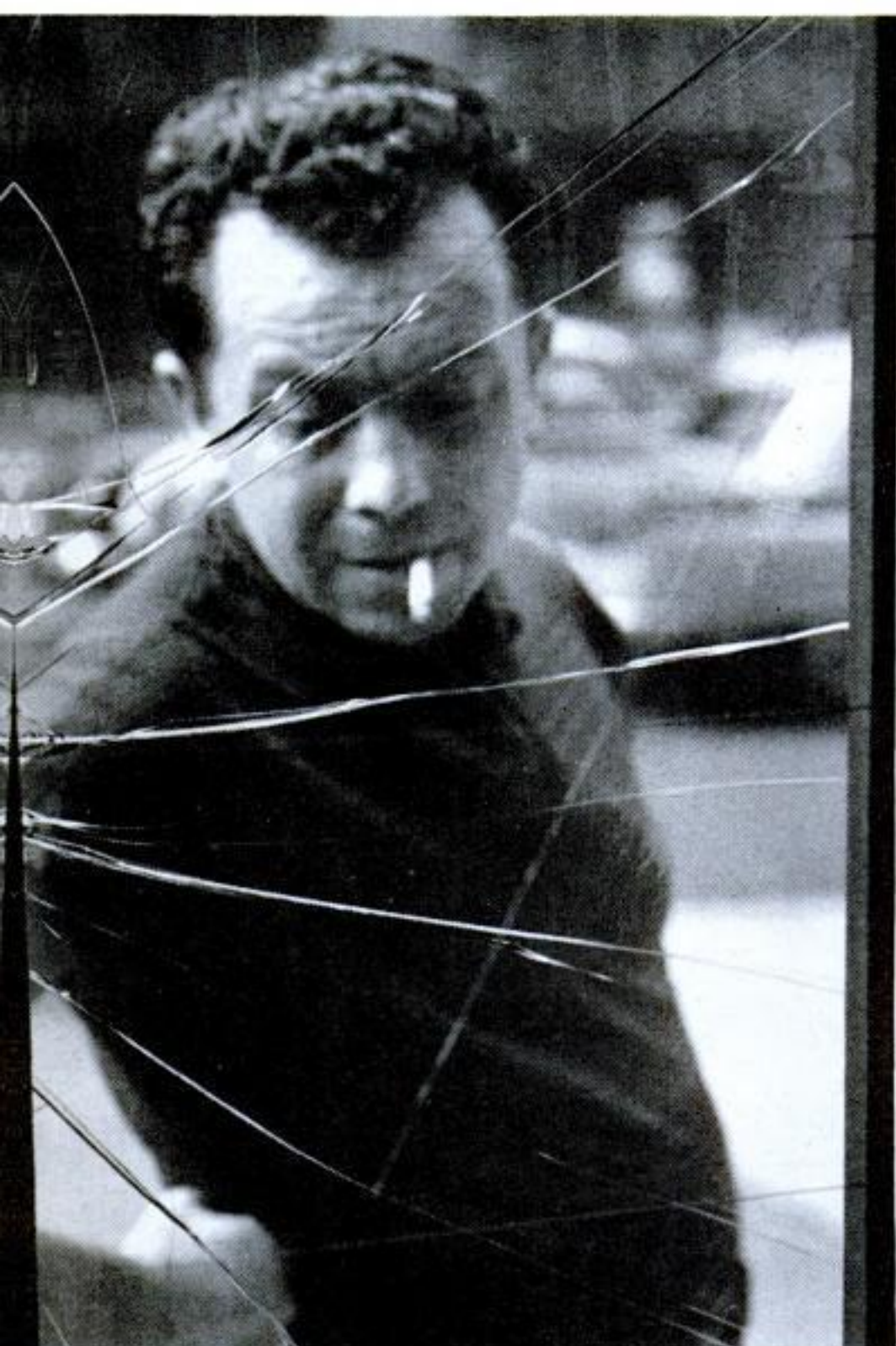
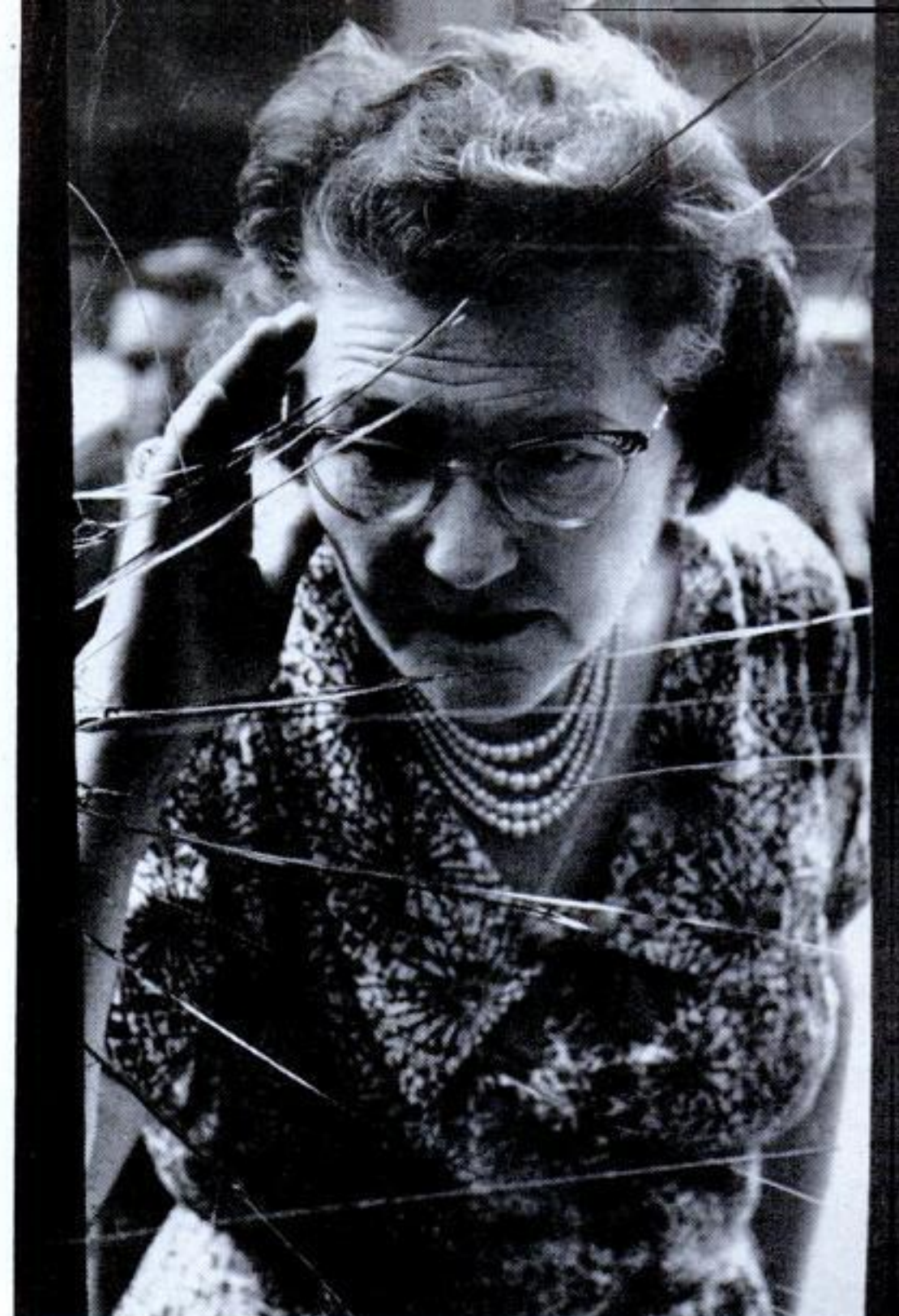
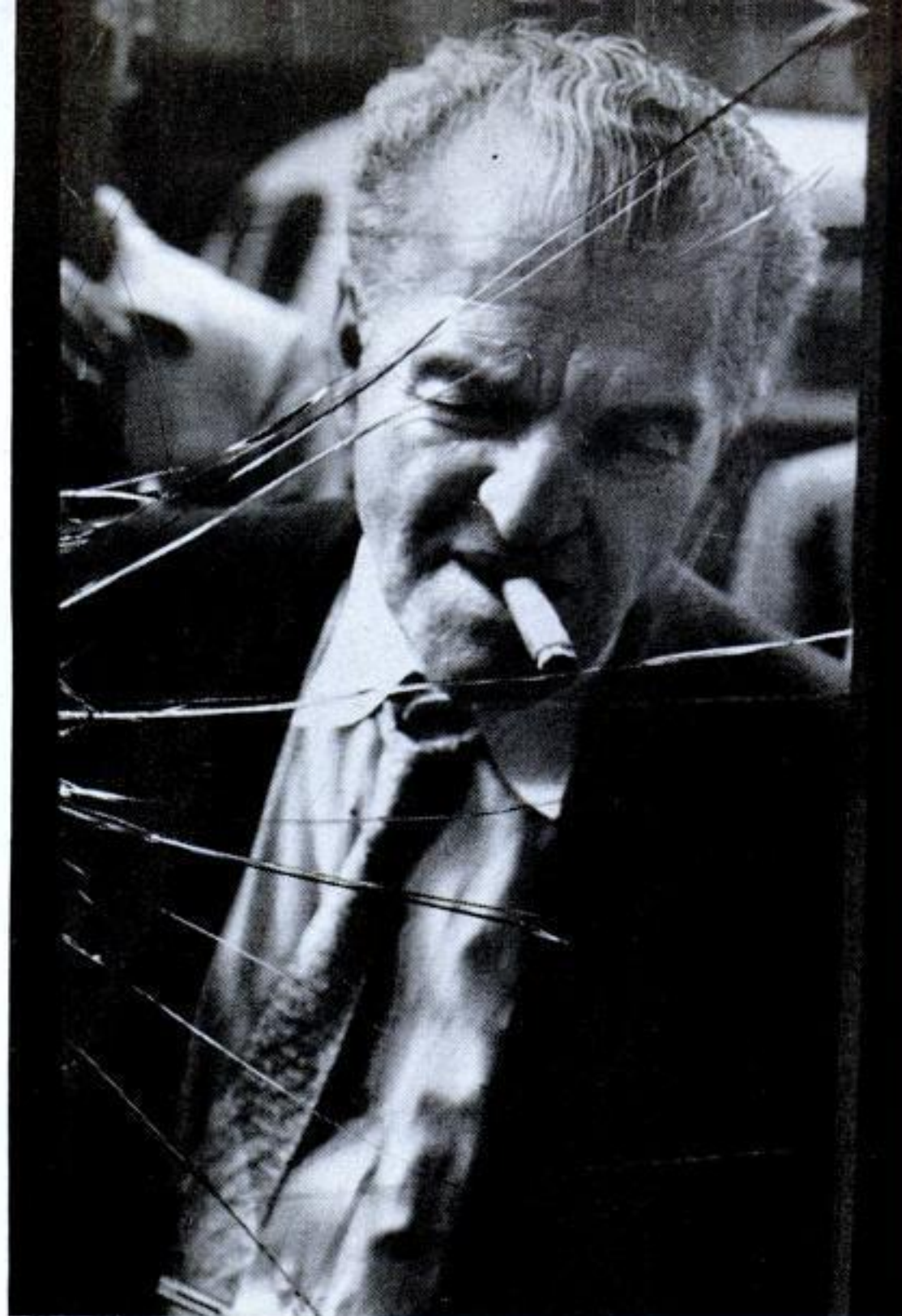
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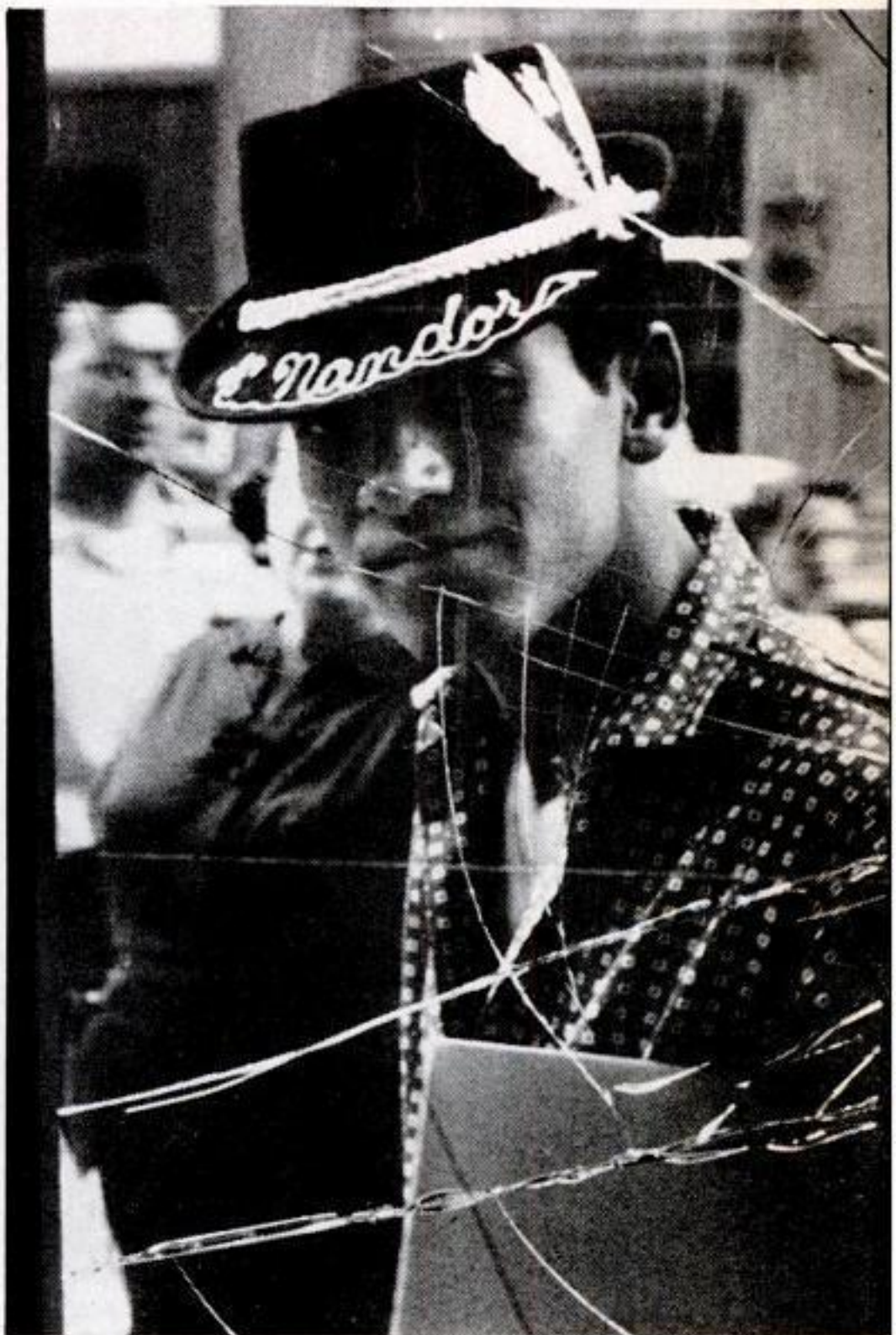
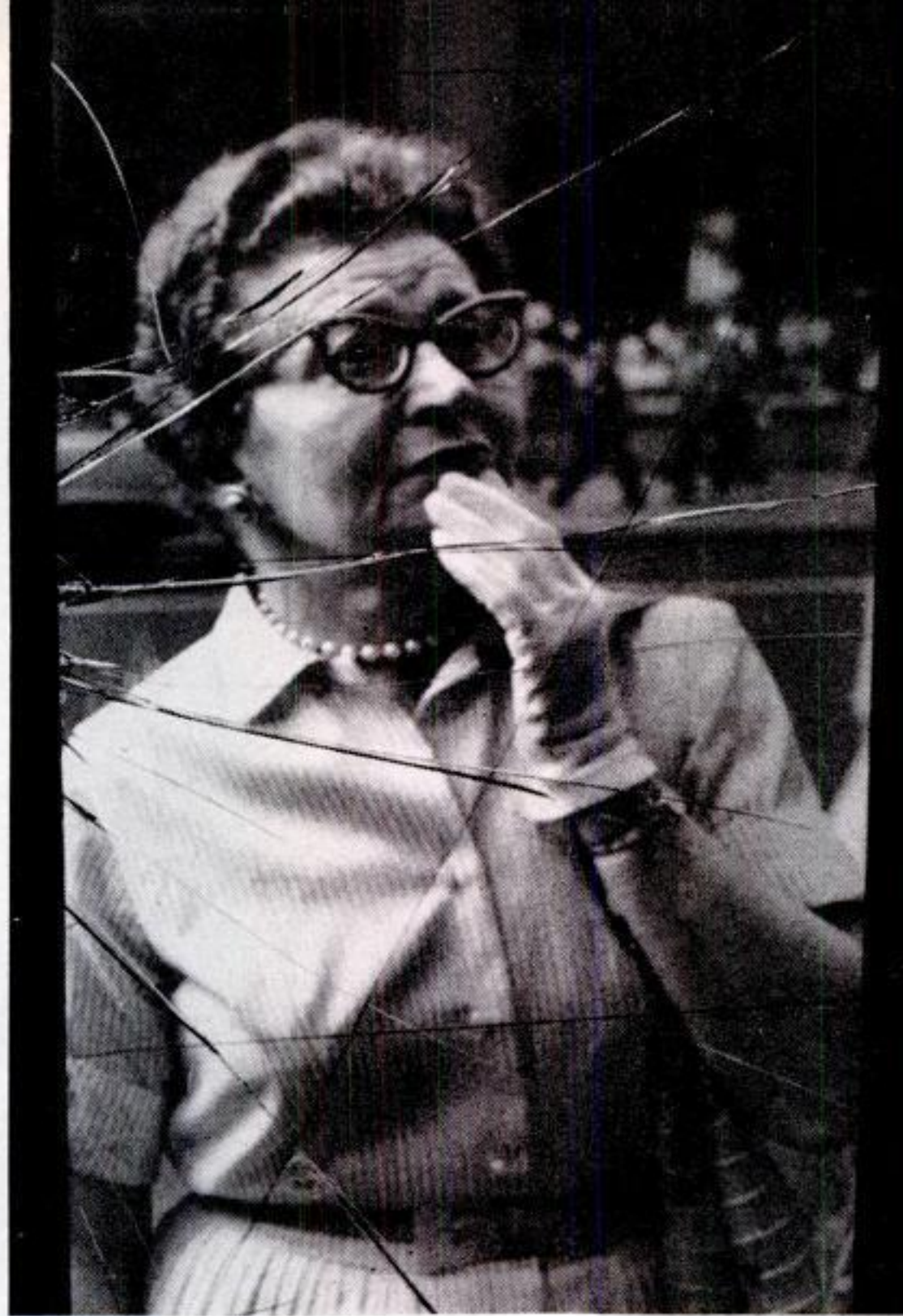
## SPEAKING OF PICTURES

# Fascinated

The windows on New York's Fifth Avenue glittered with jewels, furs and fashions, but the one that stopped people by the thousands was completely empty. Some viewers peered at its floor, others touched its glass with their fingers. Their varied expressions of puzzlement and amusement were brought on by thoughts of \$163,000 in gems that were nowhere to be seen.

**BEFORE THEFT**, sun figures spout Tiffany necklaces as spotlights shine on ring and clips (*left*).





## by What's Not There

Only a day earlier the jewels had sparkled in their cases (*left*), confidently displayed by Tiffany's behind thick glass considered so impenetrable that it did not even have a burglar alarm. But in the early morning darkness burglars had appeared, smashed the glass with heavy hammers and made off with the jewels.

Planting a hidden camera where the jewels

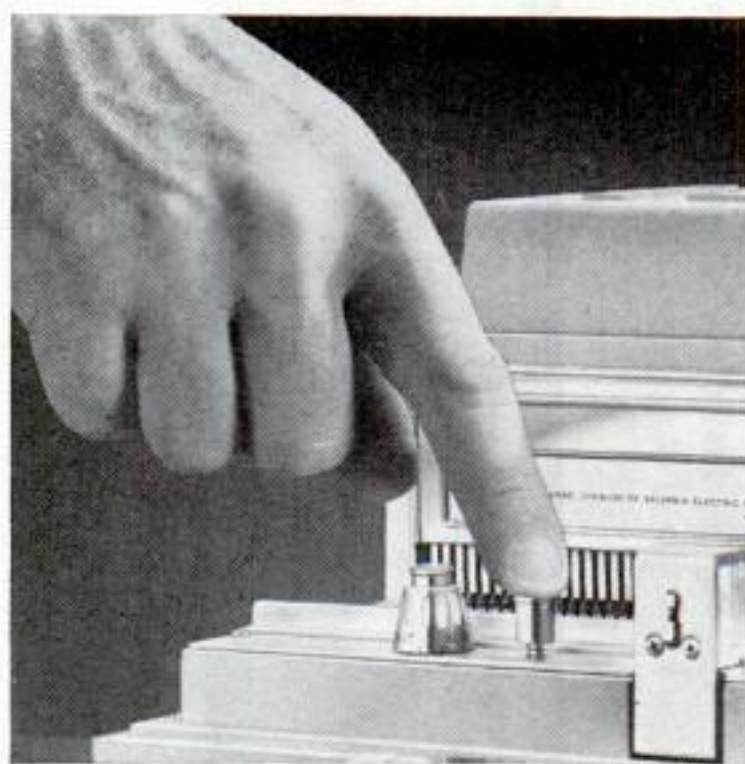
had been, Photographer William Ray caught the emotions of people gripped by a fascination that drew them to the scene of a daring crime. Some onlookers came away also gripped by a fear that drove them to call the police and explain that any of their fingerprints discovered on the glass had been left there not during the robbery but just while they were looking.

**SEEN FROM OUTSIDE,** Tiffany window is shown after the hole was covered and the curtains drawn. Fifth Avenue spectators are still fingering the cracks.

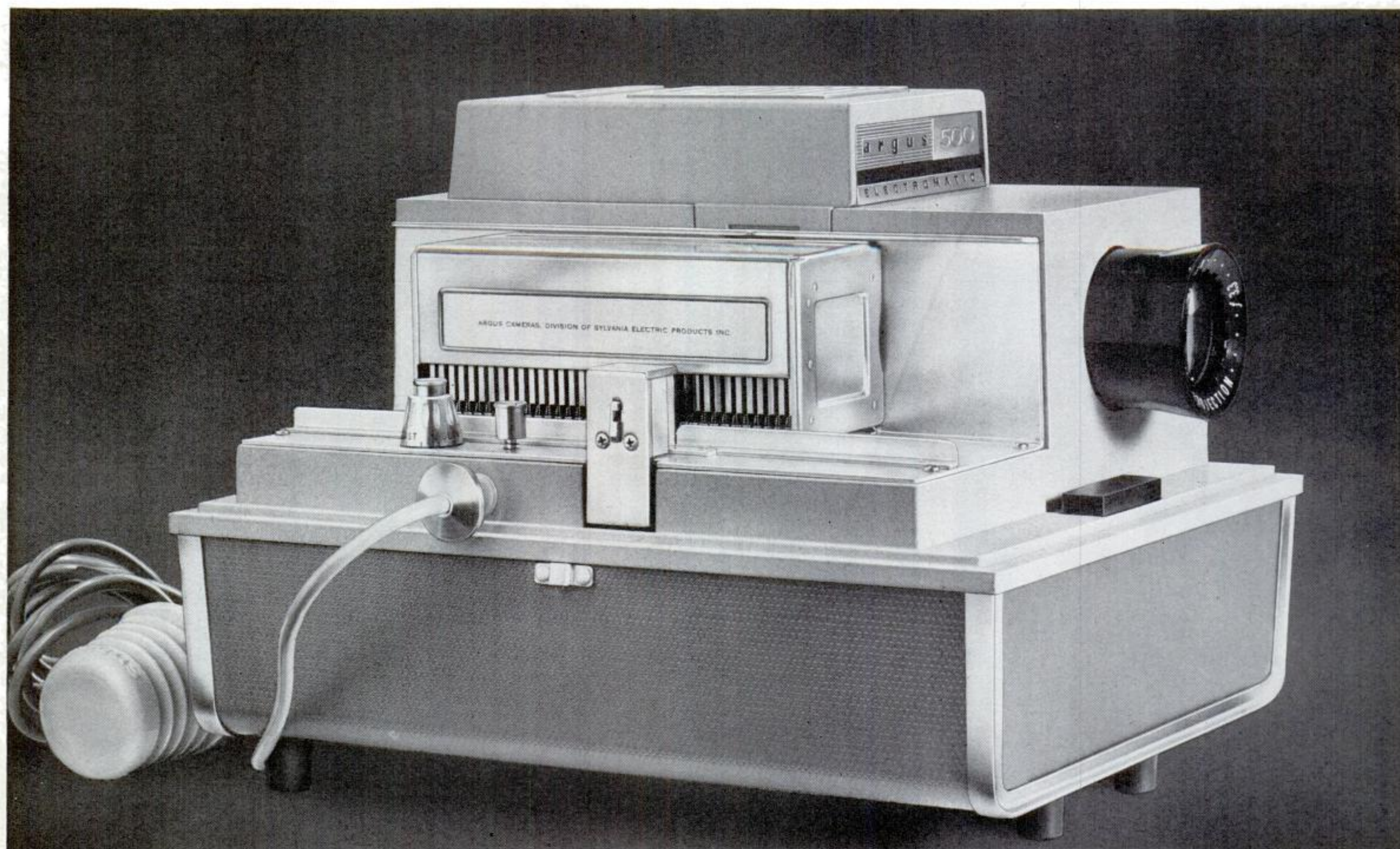




One  
touch  
here...



and the show goes on  
...*automatically!*



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Push the little button . . . then go and join the audience. We won't need you again for quite a while. Our new Argus Electromatic is showing your slides.

Each one stays on the screen for 3 or 5 or 12 seconds . . . or up to 30 if that's how you've set the timer. And you just sit there and smile.

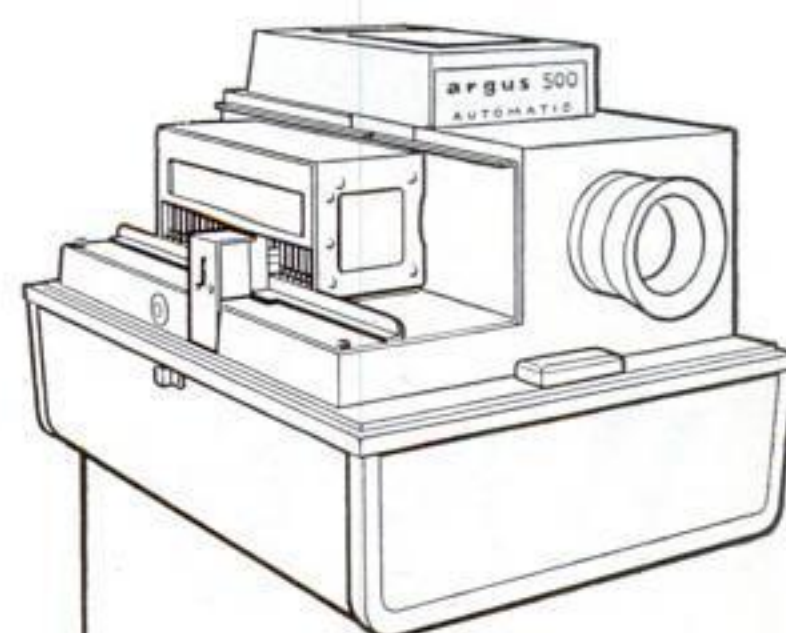
When that *special* slide comes on . . . the one you want to tell about . . . a touch of the button holds it. Another touch, and the picture parade goes on.

Don't fuss with focusing. Each slide is pre-conditioned so it flashes on pin-point sharp. And you just sit there and enjoy.

Now, if you'd like to run the show yourself . . . with appropriate narration . . . we've thoughtfully provided a plug-in remote control for you to use.

So that's our new Argus Electromatic! Automatic timer, hold control, remote changer, the works. Plus full 500 watt brilliance on your screen for brighter, truer color. Argus dealers love to demonstrate the Electromatic . . . and they like to arrange budget terms to make the easy price (\$99.95) even easier. As easy as \$9.95 down!

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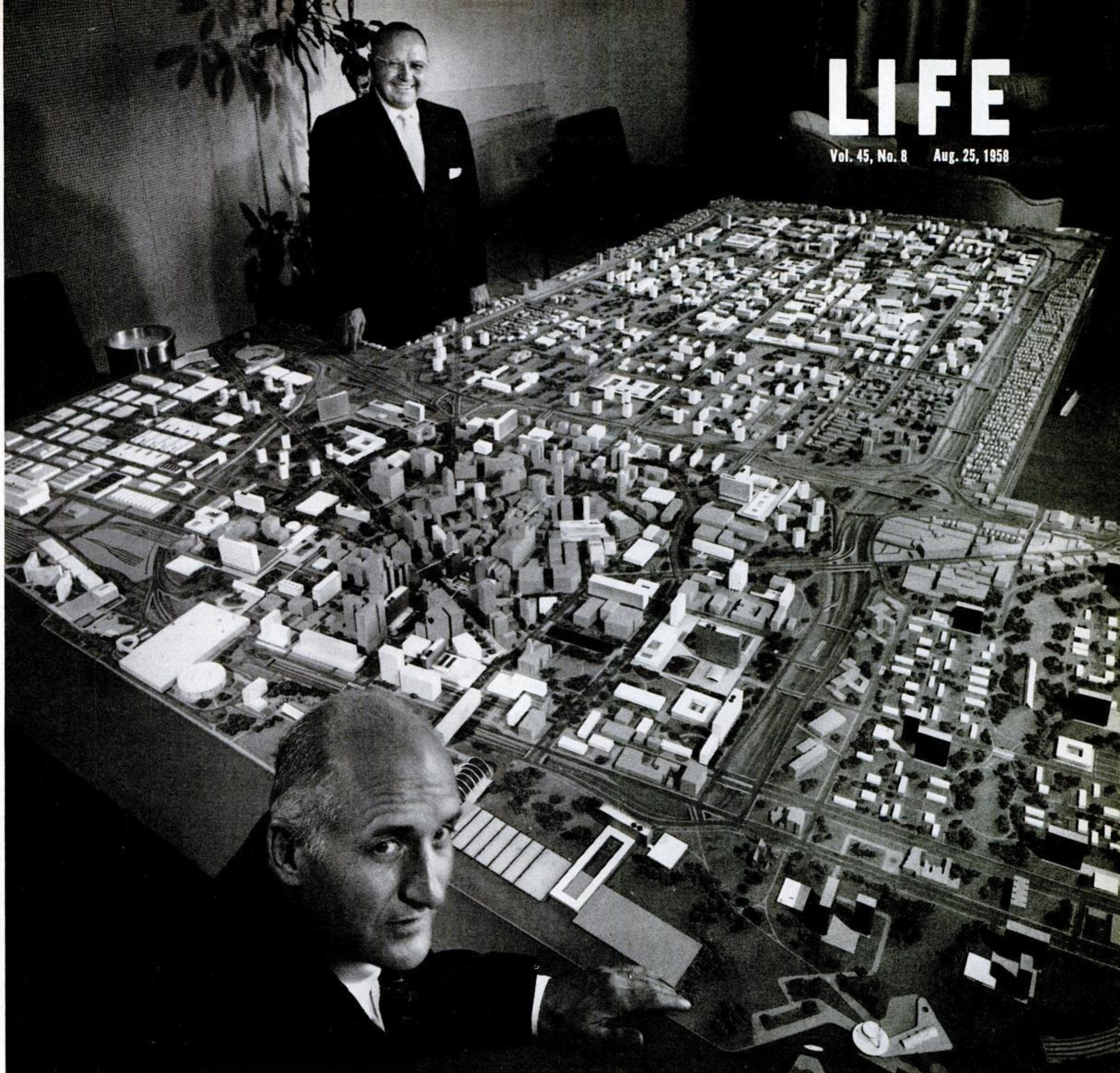


*... and this one's even lower-priced!*

This not-so-little brother of the Electromatic shows color slides just as big, just as sharp, just as bright . . . only you click the smooth push-pull changer yourself. Full 500 watts, too, at a price that usually gets you only 300 watts . . . and pre-conditioned focusing! Argus Automatic Color Slide Projector

**\$69<sup>95</sup>**





A **MADE-OVER DETROIT** is visualized in massive scale model spread out between city's Director of Planning, Charles Blessing (*foreground*), and Mayor

Louis Miriani. This shows 2,500-acre central area. White buildings are to be completed by 1975. Gray buildings are existing structures that will remain.

## DRAMATIC RISE FOR BIG CONSTRUCTION

# A STRONG SIGN OF RECOVERY

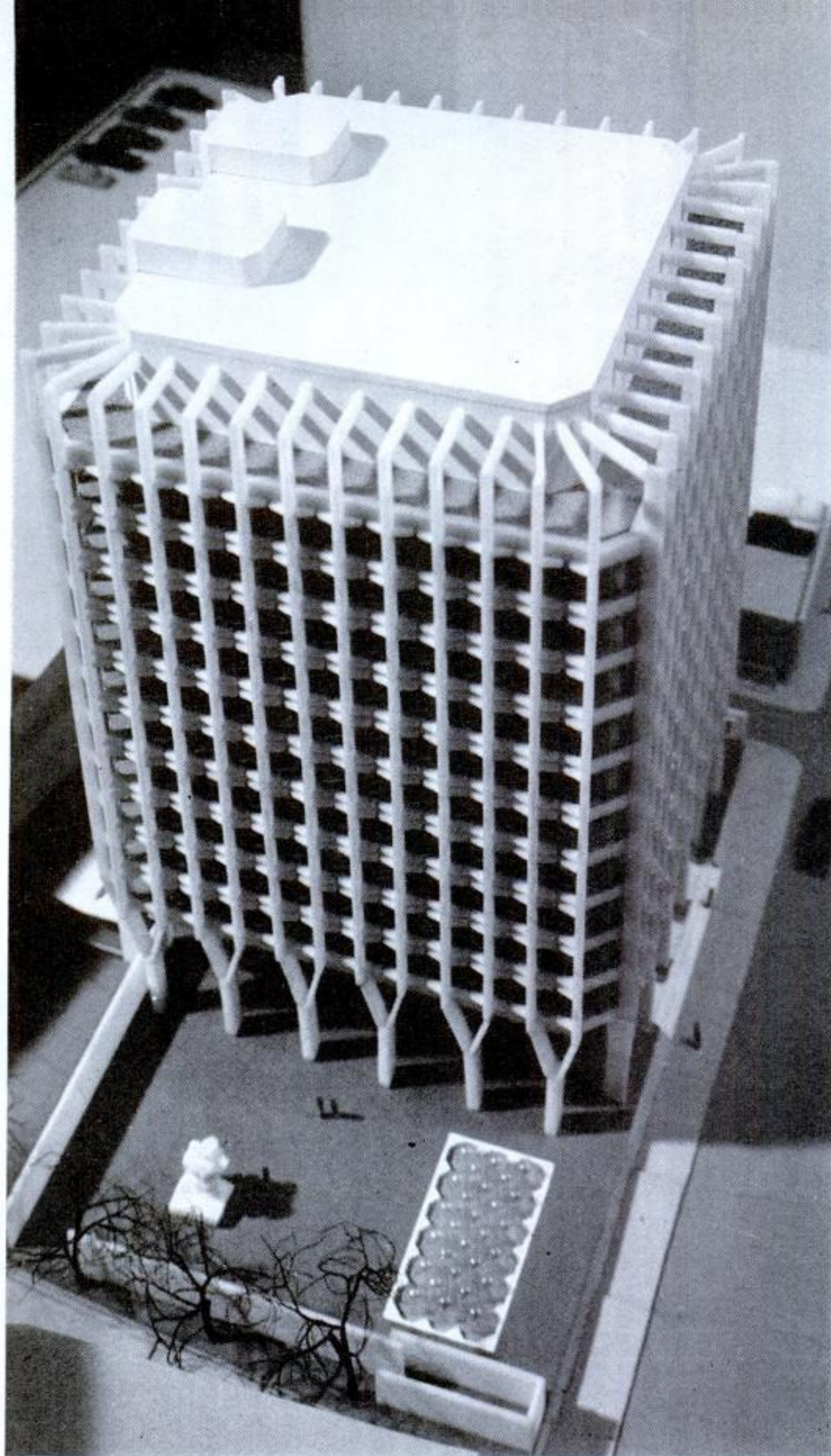
The signs that the nation was on the way out of the recession grew stronger as summer neared its end. Unemployment still was high, but the nation's second-quarter output of goods and services was up some \$2.2 billion over the first quarter. Most encouraging of all was the extraordinary recovery made by the country's biggest single industry: construction. The industry had just passed its biggest July in history and contracts for future jobs were at an

all-time high. Even though there would inevitably be dips, the effect of this forward business would be felt all through the economy for months to come.

Involved in the upsurge was a sharp increase in housing, highway construction, and in gargantuan undertakings like the St. Lawrence Seaway and the Glen Canyon Dam (*pp. 17-19*). But with these has come a wholesale rebuilding of American cities. In Detroit virtually all

the central area will be made over, following the plan shown above. Already some buildings are under way—the civic center (*lower left*), a huge housing project (*black and white buildings, right*). Finished are some Wayne University units (*far upper left and pp. 14, 15*). Across the U.S. a golden era of construction, resuming now after a brief interruption by the recession, is remaking the skyline with dazzling architectural shapes (*following pages*).





**HONEYCOMB STRUCTURE** provides decorative effect for new Blue Cross-Blue Shield building now going up in Boston. Model shows Y-shaped pillars supporting columns that run all the way to top of the roof. Paul Rudolph designed building.

## NEW BUILDING CONTINUED

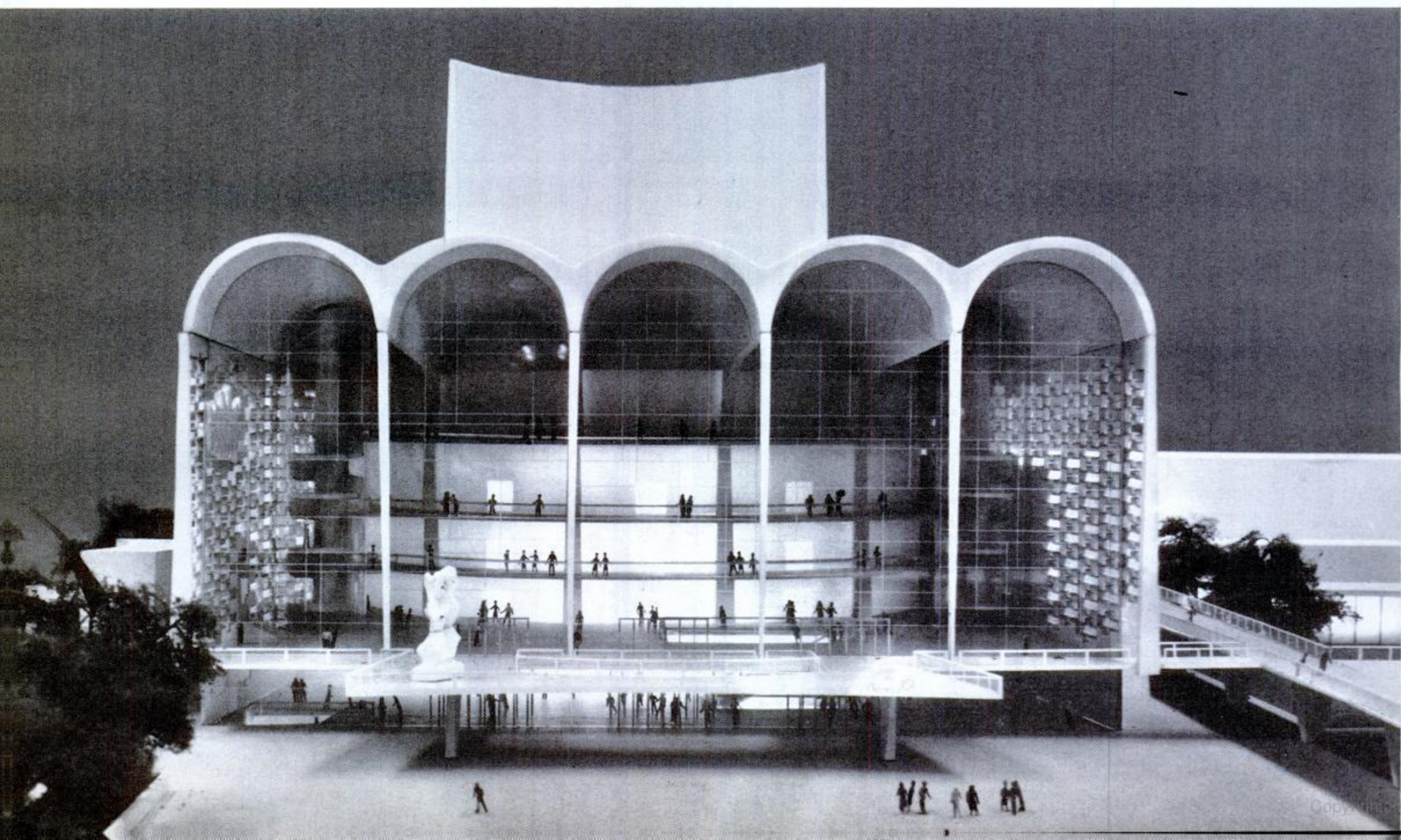


**TUBULAR ROOF** covers proposed new civic auditorium for Tallahassee, Fla. designed by Walter Gropius and shown here in scale model. Reinforced arch and shell roof leave the interior open with no columns to obstruct view of audience.

## BOLD SHAPES AND COLORS

With the surge of building across the country has come a wide bold break with architectural tradition. Today, says the famous architect Walter Gropius, "the choice of potential elements of forms for buildings seems to be infinite." All sorts of new shapes were appearing—tubular and pleated roofs, geodesic domes, hyperbolic paraboloids that look like parasols (*bottom, p. 15*)—as the self-supporting shell roof took hold with its expansive pillar-free interiors. From factories to outdoor restaurants buildings were brighter and gayer. Colored glass and translucent colored curtains gave skyscrapers a gaudy glow by night, and a lushly landscaped IBM plant in California foreshadowed a new industrial opulence. Suddenly many Americans found themselves working, shopping, studying, playing in the kind of places that up to now they had seen only in futuramas.

**EIGHT-STORY ARCHES** form front of vaulted-roof \$23 million Metropolitan Opera House, designed by Harrison and Abramovitz, to be built in New York's Lincoln Center by 1961. Stage loft rising above arches at rear is 14 stories high.







**RAINBOW GLOW** of new \$6 million Morton Salt Building (*above*), on Chicago River, is cast by colored Fiberglas drapes. Architects are Graham, Anderson, Probst and White. Washington Street traffic at right is streaked in time exposure.

**OPULENT PLANT** in San Jose, Calif. is part of new IBM center designed by John S. Bolles. Triple exposure shows aluminum sculpture (*right*), which tilts and rotates with wind. Plant walls are embellished with black-and-white murals.



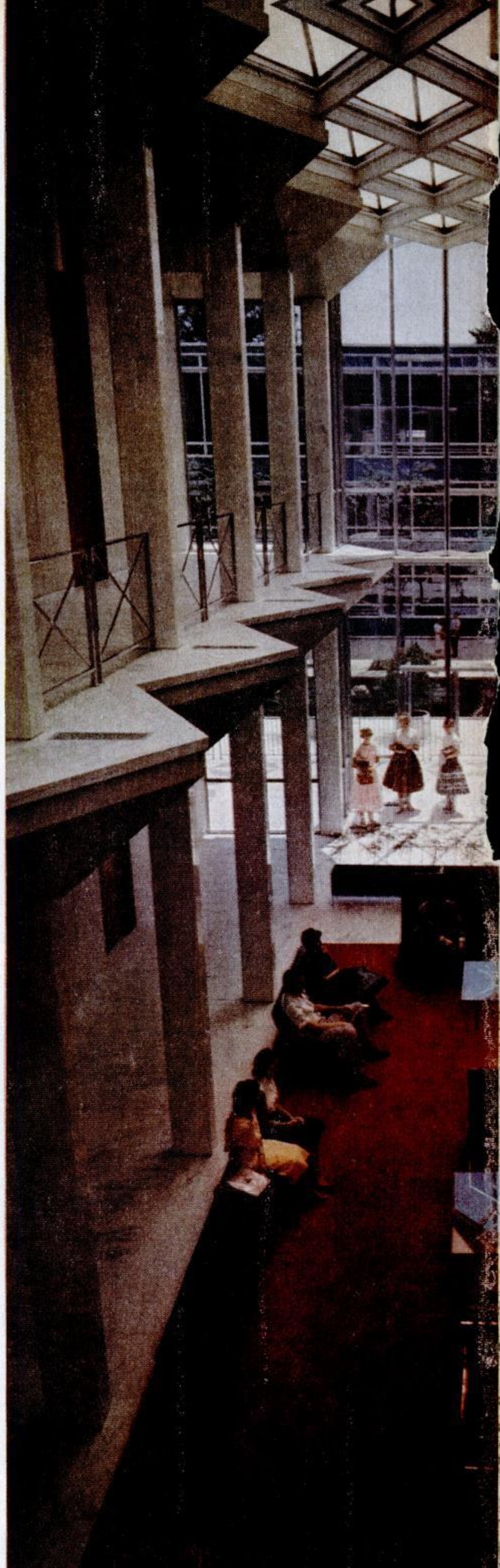




**CLUSTER OF CIRCLES** forms roof of restaurant pavilion at Ida Cason Callaway Gardens, a 2,500-acre public park 75 miles south of Atlanta, Ga. Building, designed by Richard Aeck, is made of concrete stems that flare out at the top. Rear units have striped sides made of concrete blocks.

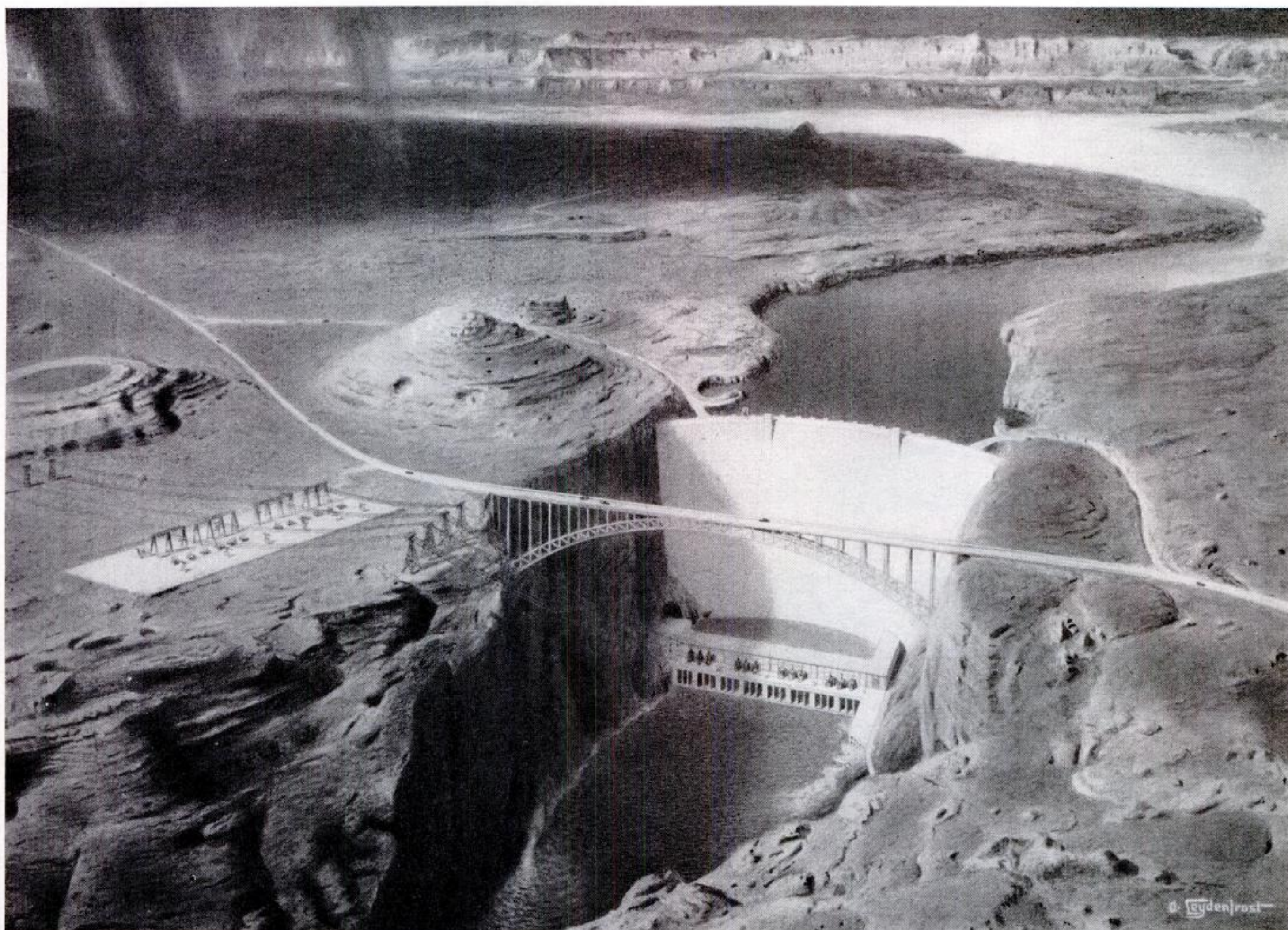


**PLEATED ROOF** of Sears store in Tampa, Fla. is made of lightweight reinforced concrete cast in accordion folds. The roof is supported by the walls of the building and one row of columns running along the center of the first floor. Weed, Russell, Johnson of Miami are the architects.



**SKYLIGHTED LOUNGE** of the McGregor Conference Building at Detroit's Wayne State University campus which was designed by Minoru Yamasaki has glass walls to provide pattern of sun





COMPLETED DAM, SHOWN IN ARTIST'S DRAWING, WILL GENERATE POWER THROUGH EIGHT TURBINES. FOUNDATIONS WILL EXTEND 120 FEET BELOW RIVER BED



**HIGHWAY BRIDGE ARCH** is joined above Glen Canyon. The bridge will carry highway traffic and

have two sidewalks for pedestrians. On drawing at top of page the bridge is shown just below the dam.

## A MAMMOTH JOB: DAM IN A DESERT

One of the biggest construction jobs ever undertaken in the U.S. is under way at Glen Canyon on the Colorado River in Arizona, 12 miles south of Utah. There, in a remote desert, the world's fifth highest dam will span the gorge's 1,200-foot width and climb its 700-foot walls.

The \$325 million dam was approved by Congress in 1956 after a bitter struggle between Utah and California. Built by the U.S. Bureau of Reclamation, it will provide water storage and power. The dam's builders faced staggering engineering and logistical problems. There were virtually no roads in the area and no bridge across the canyon. A whole new town is springing up nearby and will have a population of 8,000 before the dam is finished in 1964.

Behind the dam will stretch a 186-mile-long lake forming a reservoir second only to Hoover Dam's Lake Mead. Ultimately the dam, which is one of the four to be built on the Colorado and its tributaries, will supply power to abet the growth of wide areas in five states—Utah, New Mexico, Wyoming, Colorado and Arizona.

**HIGH OVER RIVER**, a dizzying 700 feet below, dam → workers cross footbridge upstream from arch at left.





**NEW LOOK ON A CLIFF** is provided by builders of Glen Canyon Dam (*next page*). In sections where rock from the canyon side will be removed, workman in bosun's chair paints numbers to serve as reference points for surveyors plotting

the damsite from opposite side. The pipe at the left is an air hose to machinery on the floor of the canyon. The two ropes at right are for work at lower levels. Some four million cubic yards of rock must be taken out for the dam.

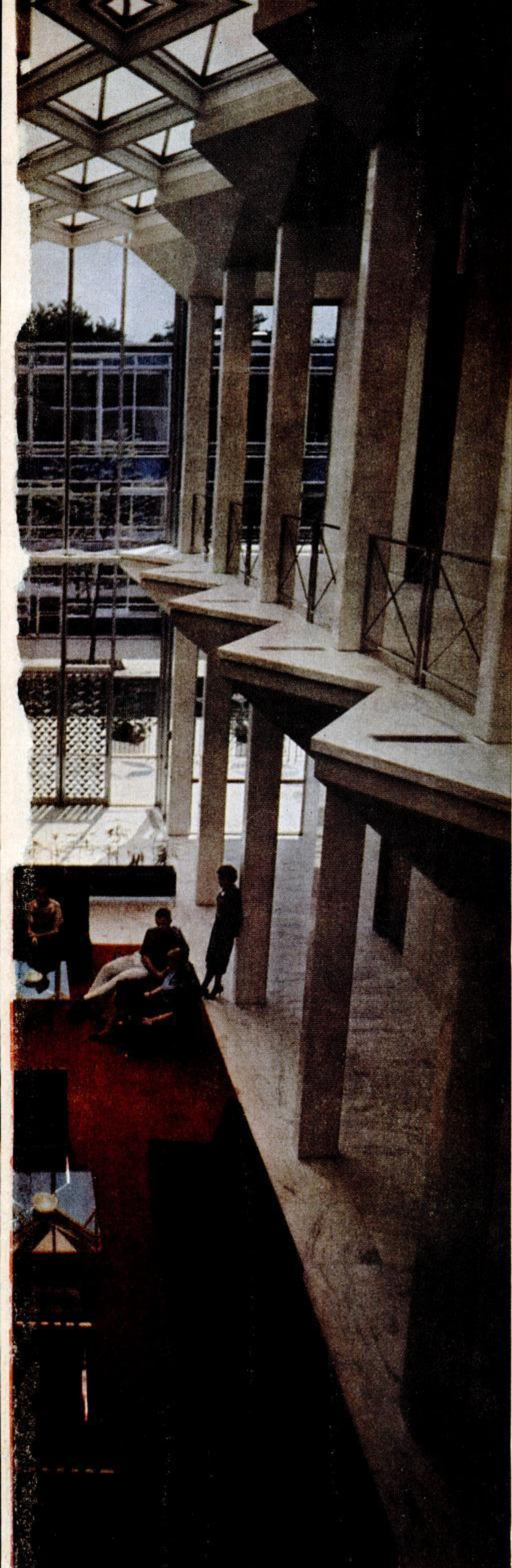




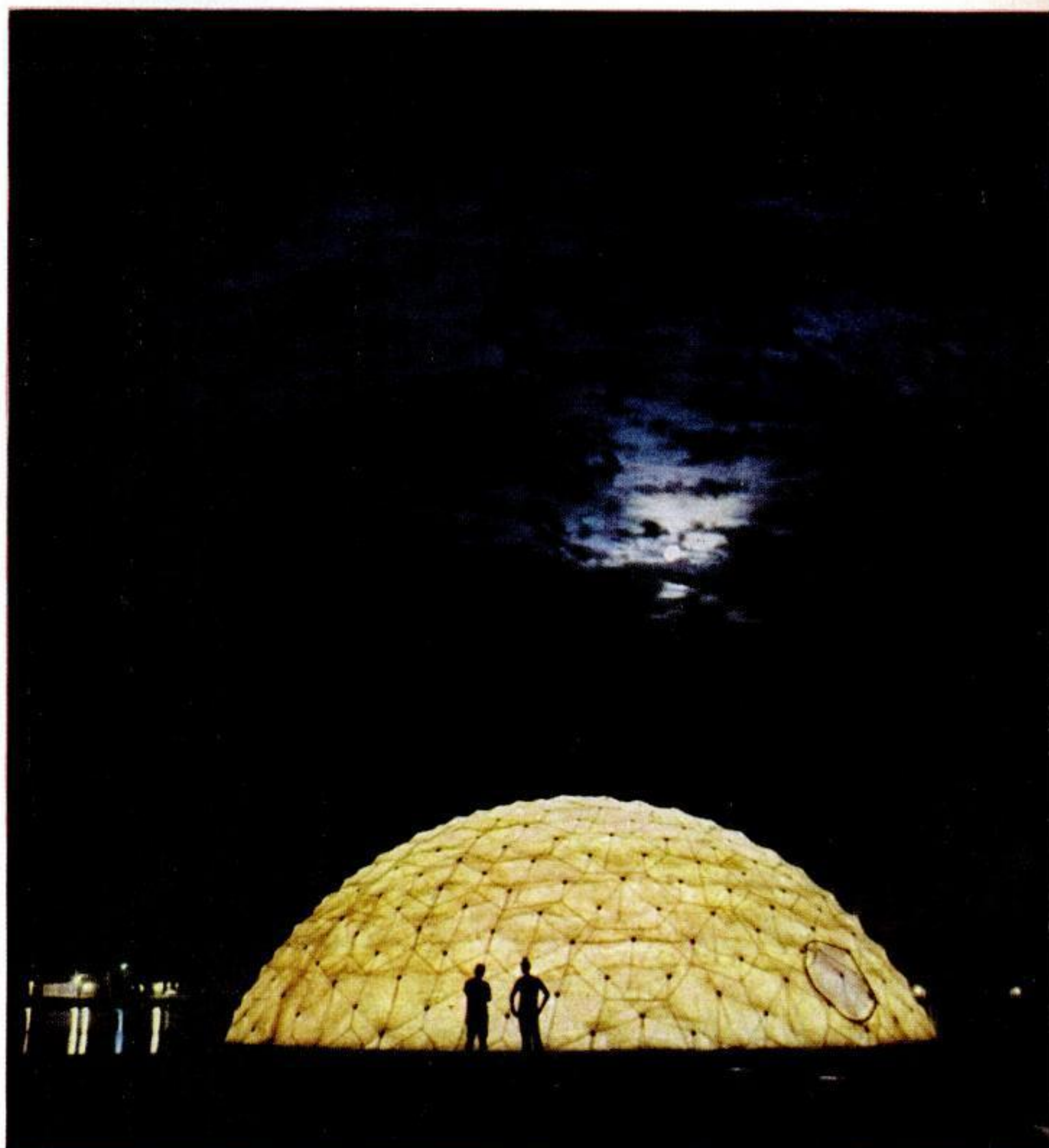
**NEW SKYSCRAPER LOOK** is exemplified by trio of colorful Manhattan towers, with metal frames and huge glass windows. At far left is Sylvan and Robert Bien's new \$15 million gold skyscraper at 575 Lexington Ave., made of gold-colored

aluminum. In center is Mies van der Rohe's Seagram Building, which has bronze framework and tinted windows. At right is Skidmore, Owings and Merrill's Lever Brothers Building which has stainless steel frame and tinted-glass facade.





and shadow. Beyond the spacious courtyard is the Art building. The buildings that are shown here are part of new 60-acre campus in the heart of the city that is scheduled to be completed by 1975.



**TRANSLUCENT DOME** of utility building designed by Jeffrey Lindsay for Newport Dunes Park in Newport, Calif., lighted at night, glows under moon. Aluminum frame of geodesic dome was covered with base cloth which was sprayed with Fiberglas that merged with cloth, stretched it taut.



**PARASOL ROOF** of the graceful new Warm Mineral Springs Inn on west coast of Florida at Venice is made of 75 giant concrete umbrellas. Architect Victor Lundy designed umbrellas which cover interior at two different levels, are joined at tops with clear plastic to make them watertight.

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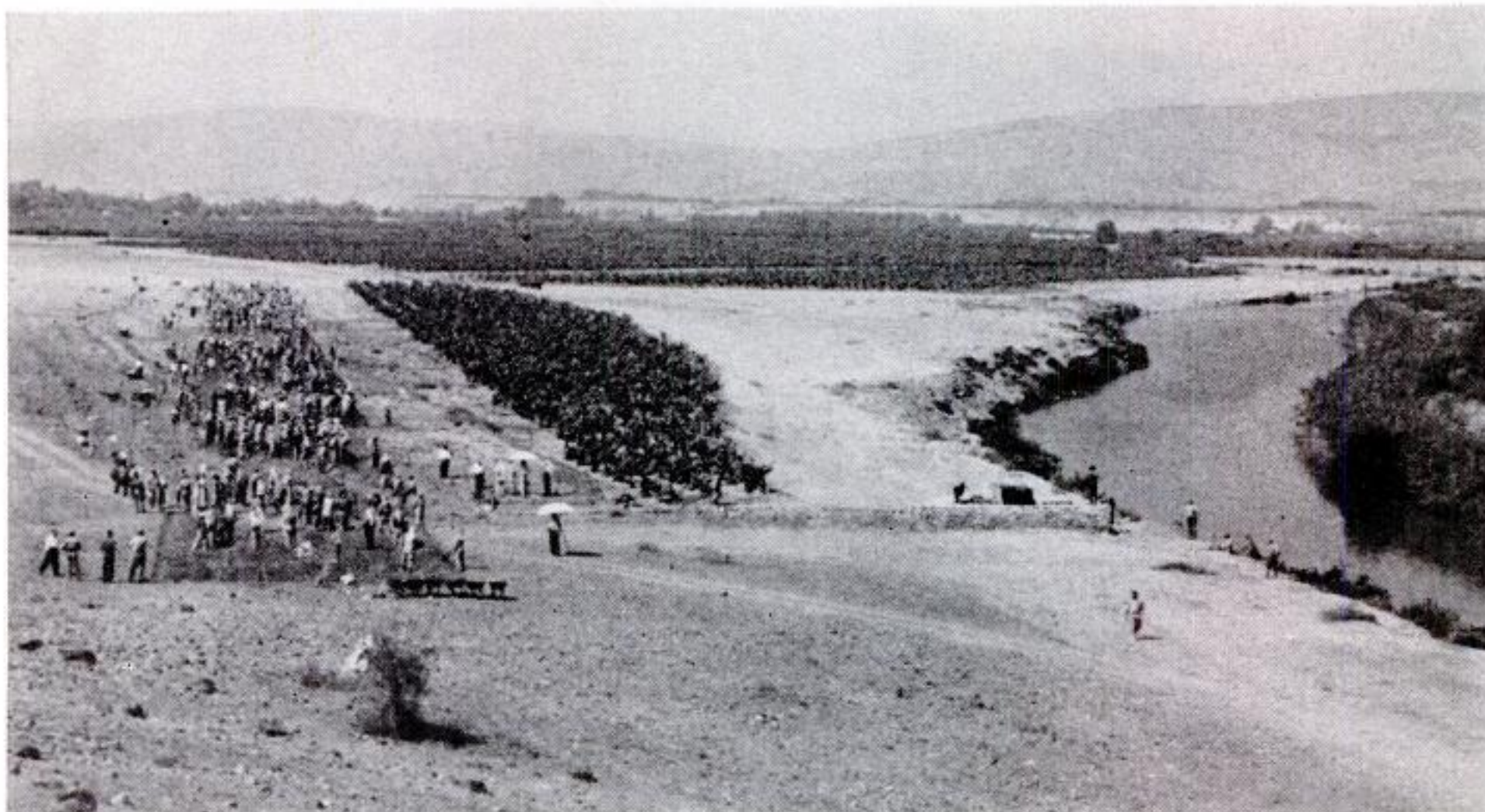








## WHAT EISENHOWER WAS TALKING ABOUT: DEVELOPMENT . . .



**IRRIGATION PROJECT** for Jordan, being developed with U.S. aid, is begun with groundbreaking.

Canal will carry water from Yarmuk River (right) all through 25,000 rich but presently arid acres.

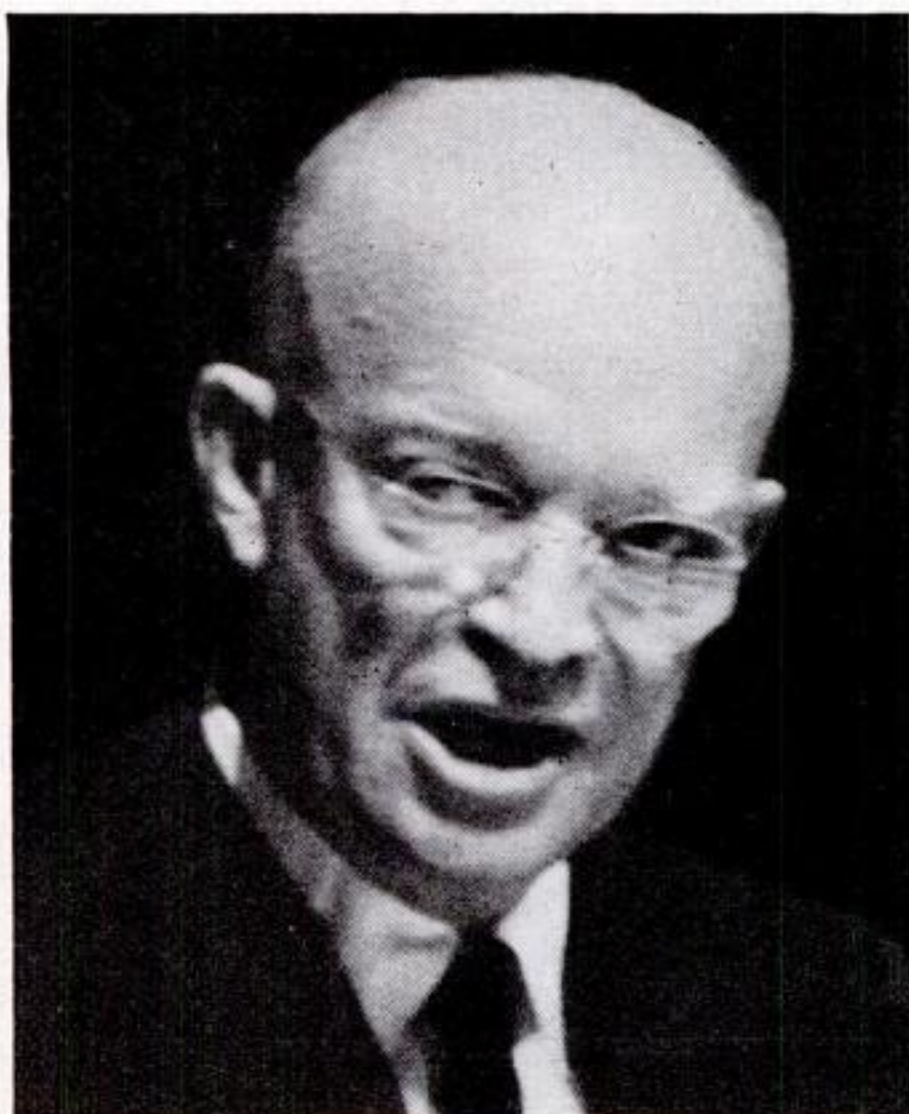
# GOOD U.S. PLAN FOR MIDEAST BUT ARABS, REDS DRAG FEET

Now there was a fresh vision of hope for the stormy and unhappy Middle East—if only the Arabs and the great powers would cooperate on it. In an impressive speech at the special session of the U.N. General Assembly in New York last week, President Eisenhower outlined a program—at once idealistic and practical—for Middle Eastern peace and progress.

To halt the strife that has wracked the area, Eisenhower proposed U.N. action to preserve the integrity of Lebanon and Jordan, the creation of a stand-by U.N. peace force and measures against further Arab-Israel arms races. He made a special point of pleading for an end to "indirect aggression," notably the broadcasting of inflammatory propaganda from one

country into another. Side by side with these efforts at pacification, the President proposed an Arab regional development organization to which the U.S. would contribute but which the Arabs would run.

The President's speech was widely applauded, but the forces of obstruction came quickly into play. Soviet Foreign Minister Andrei Gromyko, speaking after Eisenhower, paid lip service to some of his suggestions but concentrated on attacking the U.S. and British troop measures for the safety of Lebanon and Jordan. The Nasser-led Arab bloc echoed the Soviet line. And from Nasser's capital, Cairo, the "indirect aggression" Eisenhower had deplored continued on its vicious course (*next page*).



**FORCEFUL SPEAKER**, President drives home a point during his speech to U.N. General Assembly.



**FROWNING LISTENER**, Gromyko, during Eisenhower speech, wears his celebrated glum expression.

## . . . AND ALIEN INFILTRATION



**CONVICTED GUNRUNNERS** from Syria into Jordan are Mohammed Souda (*left*) and a colleague.



**SENTENCED TO DEATH** with colleague, Souda shakes wildly in Jordan court, is tended by officer.



**SPLASHED AND SULLEN**, Souda recovers, but his suit is wet from water officer threw to calm him.





**ATTACKER OF U.S.** on Voice of Arabs radio. Commentator Ahmed Said likes to say "Dulles must go."



**FAN MAIL**, about 1,000 letters daily from all over the Arab world, is opened in "Voice" Cairo offices.



**TOP ANNOUNCER** of nine working at the "Voice" is a former English teacher, Gamal Sanhoury, 30.



**POPULAR SINGER** on "Voice" is Om Kalthoum who switches from political doggerel to love lyrics like "Why did you renew your love after my heart rested?"

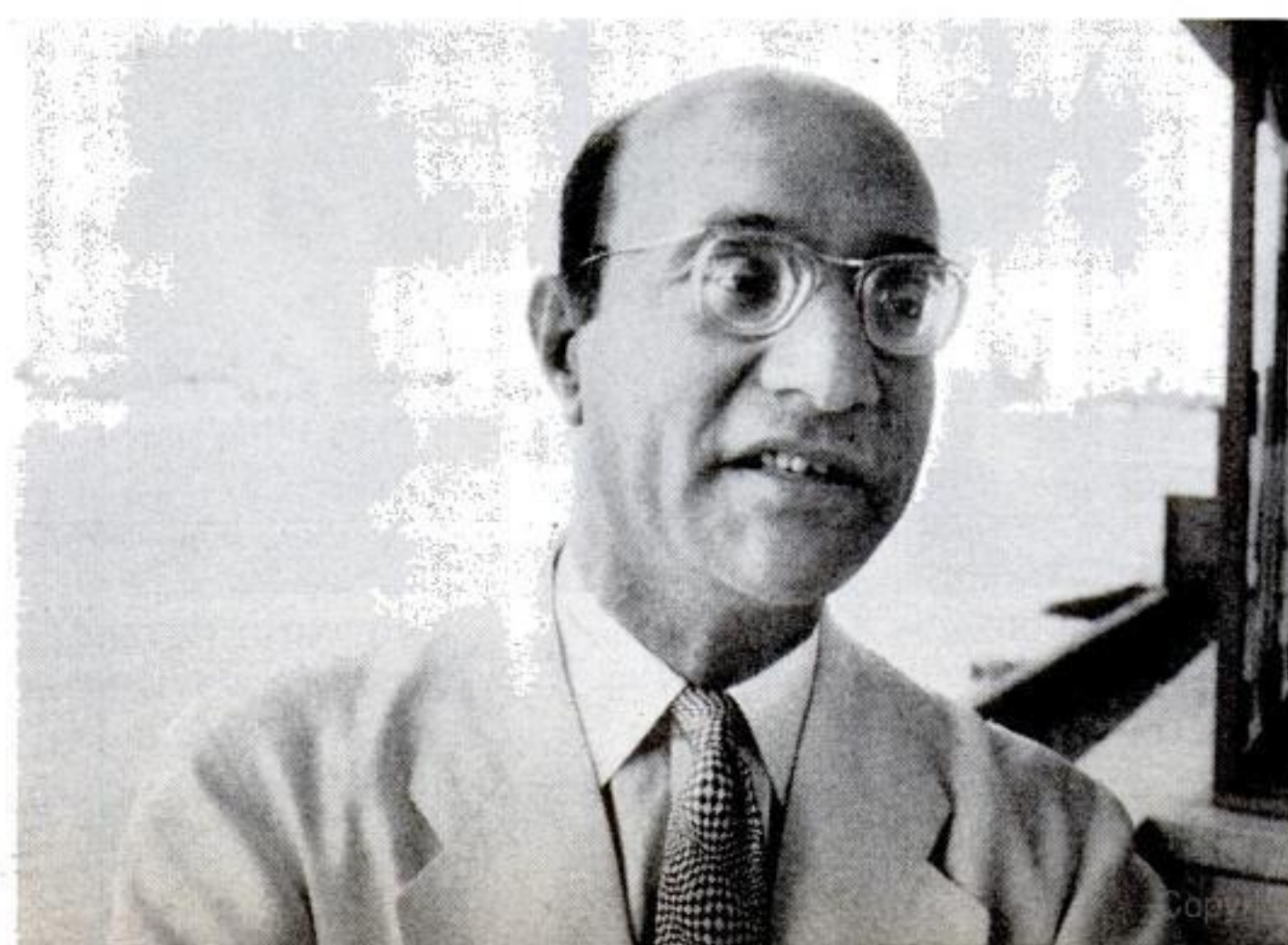
**IDOL OF AIRWAVES**, Mohammed Abdul Wahab is the most famous Mideast crooner. One of his political numbers, *The Hero of the Revolution*, hails Nasser. →

## AGGRESSION BY RADIO TO WARP ARAB MINDS

When the President condemned inflammatory international propaganda he obviously had in mind Cairo's powerful radio station, The Voice of the Arabs, which has been increasingly in the news and is pictured in operation for the first time on these pages. In the largely illiterate Middle East, where there is small audience for the written word, the spoken words of the "Voice" have enormous impact. They have helped topple kings, foment rebellions and incite a passionate loyalty to Nasser in millions of Arabs. Nasser set the "Voice" up in 1953 and still guides its fanatic staff that speaks of its propaganda campaigns as "battles." These "battles" are waged, crudely, hysterically and effectively, against three main targets: the West, Israel and any Mideast leader who resists Nasser.

As the U.N. General Assembly met, the "Voice" put on a savage skit against U.S. Secretary of State John Foster Dulles (*opposite page*), whom it variously blasts as "a Nazi and a Fascist," "Dr. Jekyll and Mr. Hyde" and a madman. The day after the Eisenhower speech the "Voice" declared that "American colonialists" were plotting to kill millions of Arabs, as in "the war of extermination waged by their forefathers against the Indians." The Western base of operations for such a war, the "Voice" has cried, would be "Israel, which America and Britain built to help them invade Arab lands." But the most dangerous attacks of the station have been aimed at Nasser's Arab foes. It called for the successful revolt in Iraq, goaded the rebels into action in Lebanon and is now trying to fire up the Jordanians into overthrowing their King Hussein.

The Egyptians vacillate between pride at the ugly weapon they have created and fear that it will be exposed. They allowed LIFE Photographer James Whitmore to take these pictures. Then they hauled him out of bed in the night, interrogated him and told him he was "not welcome."







'I WANT BLOOD, THE WORLD'S BLOOD,'  
RADIO CAIRO ACTOR PORTRAYS DULLES  
AS SCREAMING AFTER IRAQ REVOLT



# 'BEST OF ALL THINGS IS WATER'

"Best of all things is water," wrote Pindar in his great ode to the Greek games. As we mop our brows and look around for some—even any—respite from the heat, even the most devoted landlubber can feel truly and wonderfully water-conscious. We are, by the tradition of those wooden sailing ships of old and the bulwark of a modern powerful Navy, a maritime nation. But in these summer days we reveal ourselves as a country which, for the moment anyway, is as much aqueous as maritime, for we are now a people whose goal is to get in, on and under the water.

The urge to immerse fills the country's beaches and booms the sales of swimming pools. In its most actively ballistic form, it is lived to the full by the country's eight million skindivers.

The classic disgusted sailor who vowed to settle where nobody could tell what an oar was would have rough going. A landlocked state like Oklahoma now has its quota of yacht clubs on its lakes and rivers. In fact, almost every puddle in the 48 states is in process of becoming an inland waterway. Some New Hampshire Argonauts, blessed with only a small local river, portaged their boats to a lake 15 miles away for *their* club regatta.

Some seven million pleasure craft are in the water now. The unbelievably taut 12-meter boats of the America's Cup competition (*see p. 82*) are queens of this world, but they are spiritually only a few buoys away from the cacophonous small fry of the junior race week at the local club. In the north woods canoeists make their quiet way along the lakes and streams, while up the coasts, down the rivers and across the lakes the

cruisers and outboards leave their own wake of swamped dories and burned-out engines.

In the last week Washington found water an important matter of state. The submarines *Nautilus* and *Skate*, in their lonely journeys through the underwater basin of the Arctic, established world naval history. The promise of more inland water gushed up strikingly in the President's speech to the U.N., when he noted the use of isotopes may yet make the desert fructify by detecting the underground lakes and rivers beneath the world's arid regions. Other men in Washington noted the progress we have made toward the desalting of sea water for everyday use—a fact of great hope to the keepers of municipal reservoirs here in the U.S., where the urge to be aqueous terrifies engineers. Where we used 221 billion gallons of water a day in 1955, we shall probably be dipping into the pond for an awesome 597 billion by 1980.

Our old water heroes of fiction are no longer so glamorous. Captain Nemo would probably need a refresher course at M.I.T. Charles Kingsley's *Water Babies*, those bubbly sprites that used to delight so many Victorian childhoods, would only strike a modern child reader as a bunch of deflipped skindivers.

Yet the fascination remains. The expert on isotopes tracking the subterranean river under the desert will find the same proud, basic excitement of the old Maine fellow with the dowsing rod. The skipper of a hard-pressed Snipe can feel the same awe, hand clutched to the tiller, as he smites "the sounding furrows" which Tennyson had lapping at Ulysses' old scow.

## A TRUE MESSAGE OF REVOLUTION

The President's speech to the U.N. General Assembly was a revolutionary statement in the revolutionary traditions of our democracy. No amount of Soviet mudslinging or professional neutralism has been able to smother its clear meaning. The Eisenhower proposals for a Middle East economic development were made on a new basis of regionalism, not as separate schemes or treaties between one big power and one or more small ones. In asking for "Arab leadership," the President made it plain that an Arab "development institution" will get this country's active material support. Never in history has a great power so identified its self-interest with the utter independence of a group of smaller powers, or so irrevocably refused to dictate to an organization which can only succeed with its support.

The other elements of the plan are all keyed to this one immensely positive idea. They include keeping the peace in Jordan and Lebanon; establishing a U.N. "peace force"; eliminating both the "arms race spiral" and the inflammatory radio propaganda which has shown itself to be as deadly, in this area, as actual military warfare. Taken as a whole, the Eisenhower Plan for the Middle East has the same combination of the moral, the practical and the necessary which went into the Marshall Plan 10 years ago. Its results can reach equally far.

This is not to say that we can expect immediate action in the U.N. The 82-member General Assembly, although something better than the "debating society" that its critics like to call it, is a highly public forum, with obvious limits on the amount of effective legislating it can do. The details of even a temporary Middle East settlement will have to be worked out in private conferences.

All of which does not detract one bit from the Eisenhower proposals. In them the U.S. has set the pace and pattern for a workable Middle East settlement. The Russians by contrast have offered nothing but criticism.

One great virtue of the Eisenhower Plan forces consideration. That is its practical answer to an area's needs for peace

and prosperity. One of the President's phrases, especially, deserves all the publicity and repetition it can get: "Only on the basis of progressing economies can truly independent governments sustain themselves."

This truth is all too often forgotten by many of the world's governments. The U.S., in fact, is continually attacked for our "economic" or, in less friendly circles, "materialistic" mode of thinking. In the President's speech, said an Arab U.N. delegate, "he put the economic cart before the political horse." Politics are important and we should consider them, but governments should not forget about economic realities in their desire to find a convenient political horse and to keep beating it. The horse, generally, is a sloganized form of nationalism with a studied way of attributing all a country's material ills to "foreign domination" or "imperialism."

The U.S. is well aware of the need for freedom and national self-respect. "Material progress," as the President said, "should not be an overriding objective in itself; it is an important condition for achieving higher human, cultural and spiritual objectives." And the President paid a long tribute to the spirit of Arab nationalism and the goal of the "Arab renaissance" in the Middle East.

At the same time he made it clear that new nationalisms, just like the old ones, should recognize the need for honest international help in building up their new countries. Our world, as the President put it, can only be "a world community of open societies."

This is a truly revolutionary concept, made real by every advance of science and communication. In the world of open societies there is no permanent place for self-styled and self-seeking "revolutionaries" who are often the worst kind of old-fashioned isolationists—who forget the hard facts of economic progress, or the urgency of their people's need, in a repetitive process of rubbing old wounds and of substituting catchwords for cooperation.



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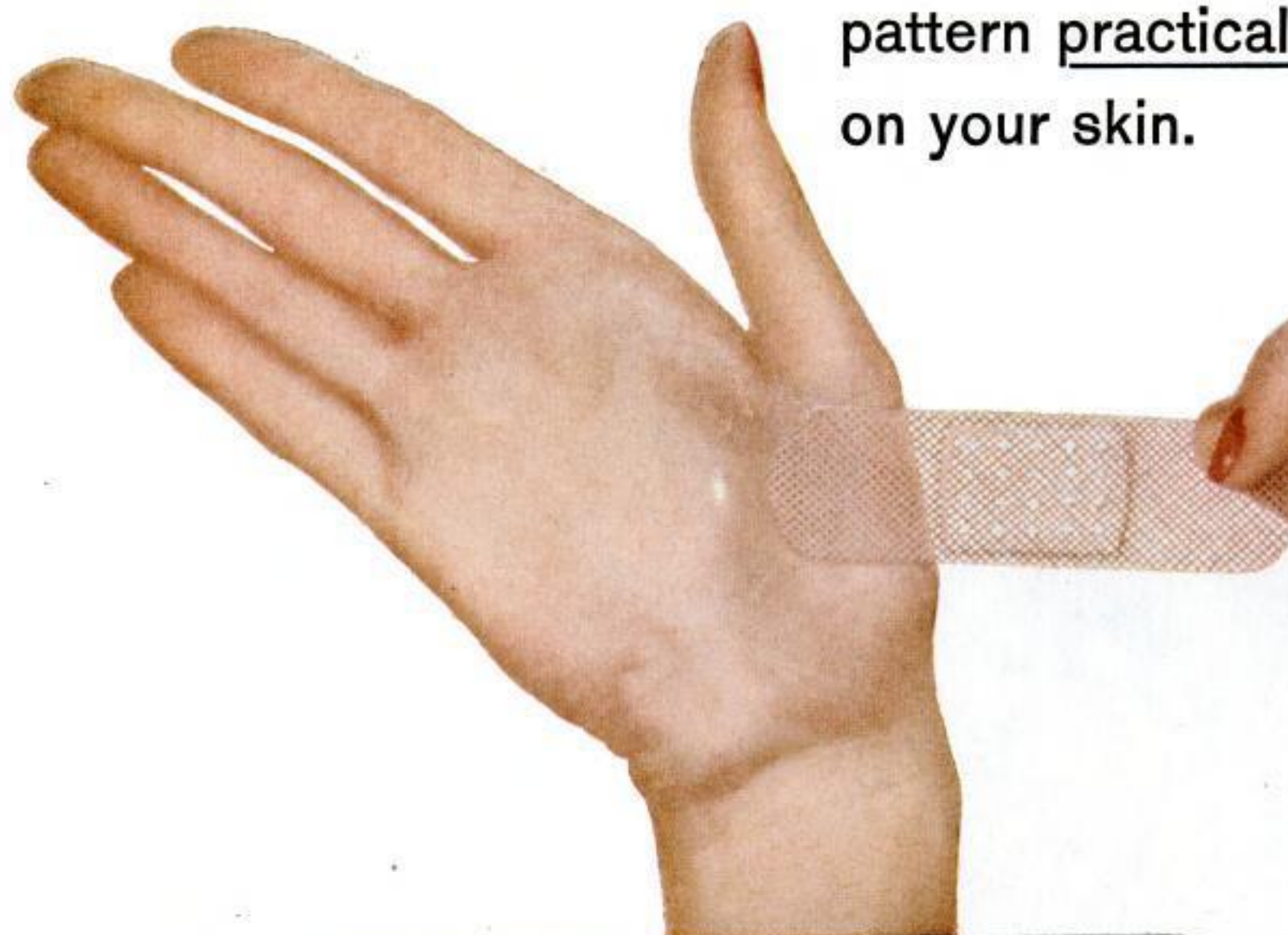
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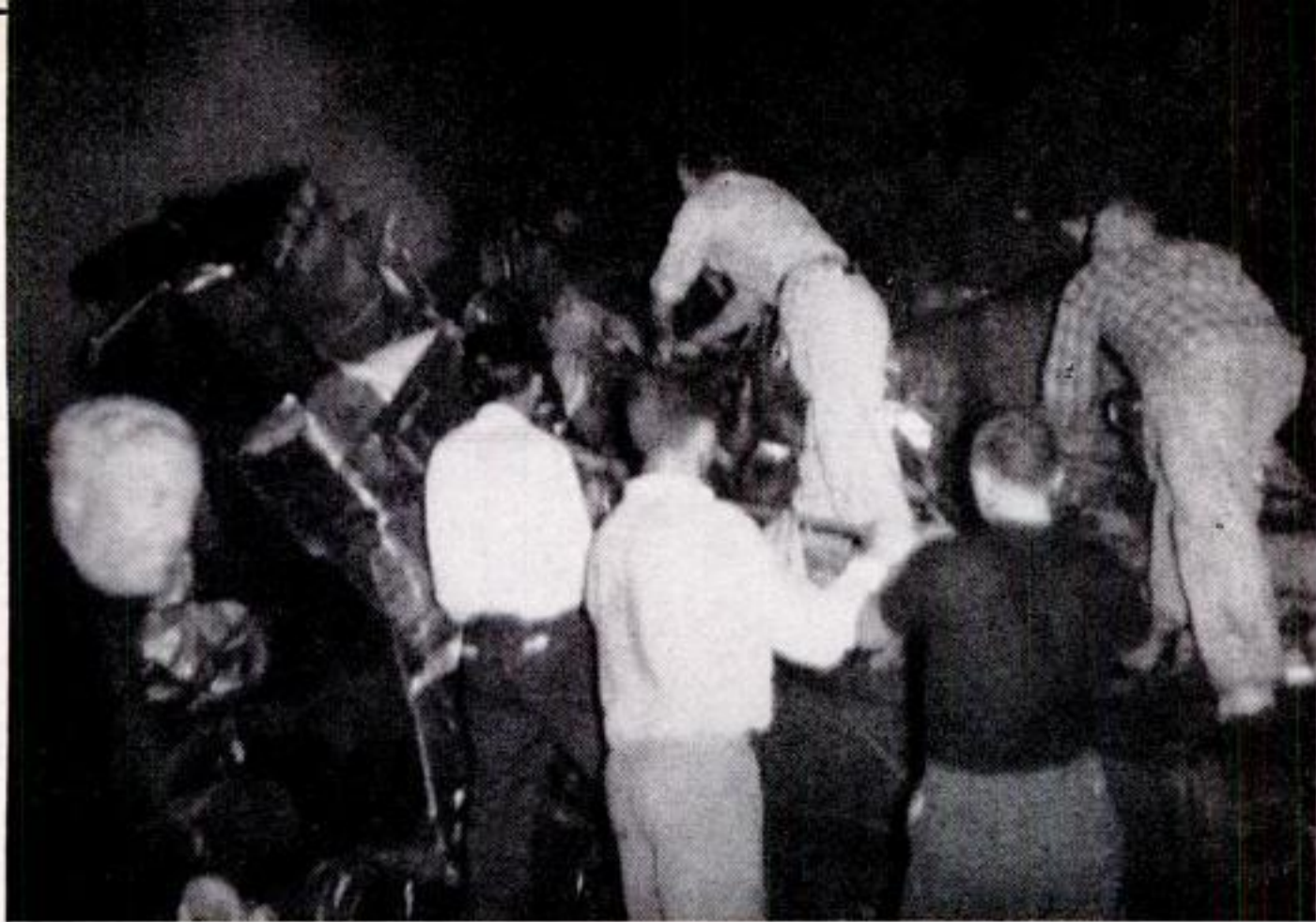
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New **BAND-AID** Sheer Strip.  
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Clear plastic with flesh-tone  
pattern practically disappears  
on your skin.



With **SUPER-STICK**  
...won't loosen in water.





**IN NIGHT RESCUE** only half an hour after the crash, local volunteers push their way through smoldering wreckage of plane in search of trapped survivors.



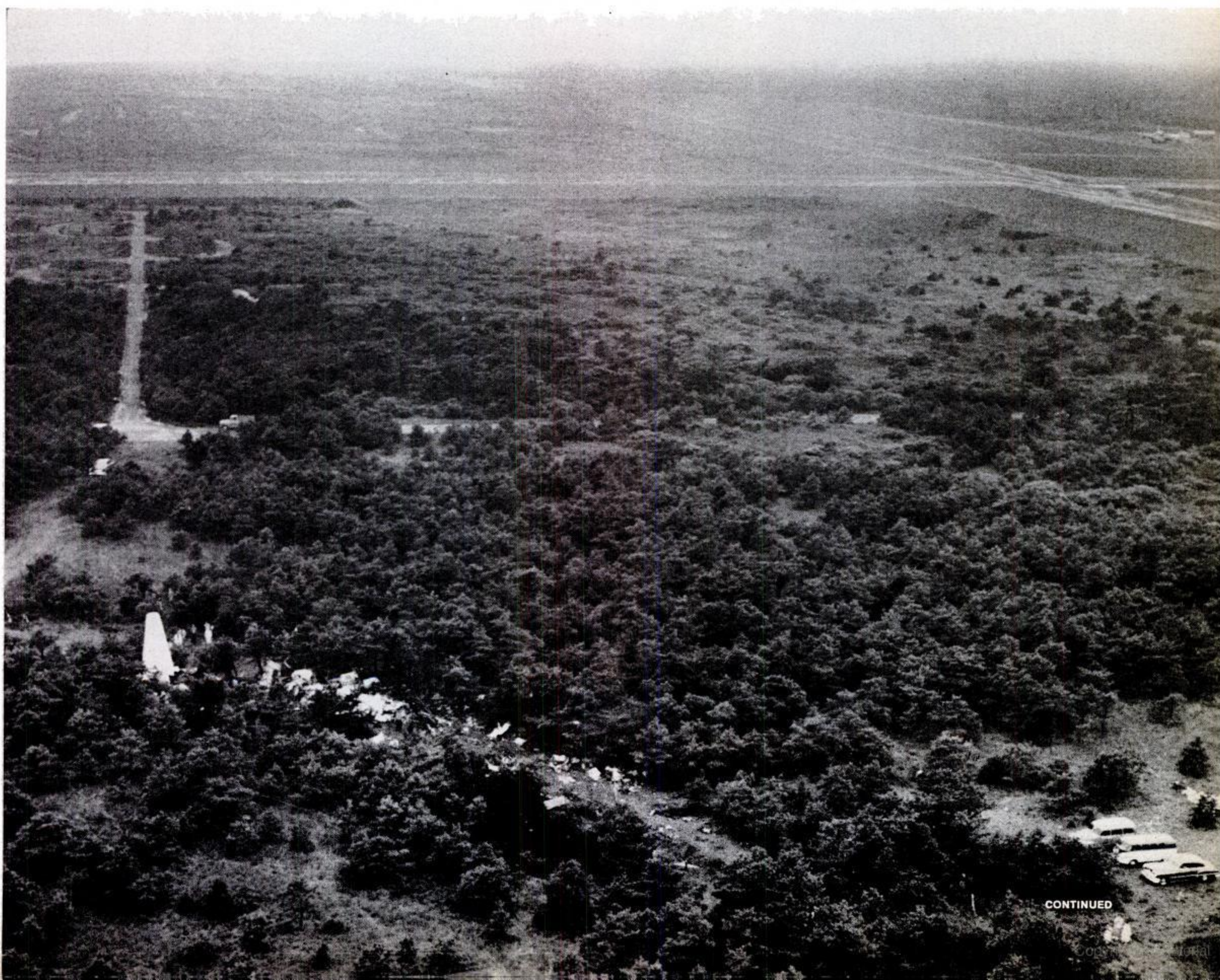
**SURVIVOR BY MIRACLE**, Cindy Lou Young, age 20 months, was thrown clear as the plane broke open, received only minor injuries. Her mother was killed.

## TRAGEDY FOR VACATION-BOUND AIR TRAVELERS

The plane, Northeast Airlines' flight 258 from New York City, approached Nantucket Island through a salty black fog. At 11:14 p.m. (Friday night) the pilot, John Burnham, was advised by radio of the weather that was thickening over the Massachusetts shoreline. He acknowledged and proceeded with an instrument control landing. At 11:28 he was told that the visibility was only half a mile and drifting fog obscured the ground. No answer. In the next awful moments the plane dropped too far too soon and plunged into the pine trees. Of the 34 passengers—who were anticipating a sunny weekend on the beaches—23 died in the flaming wreck.

Rescue teams from the island rushed to the scene and found bodies savagely strewn over a wide area—including that of former Atomic Energy Commission Chief Gordon Dean. Working all night, with Navy, Air Force and Coast Guard help, they pulled out the hurt and dying. The fire burned through until dawn. Teams of experts and investigators from the company and civil air agencies swarmed to the spot but could not establish what went wrong. It would take weeks of combing the area to explain the tragedy. Thirty hours afterward, some of the bodies, almost indistinguishable from charred scrub pine stumps, were still unidentified.

**AERIAL VIEW SHOWS WRECKAGE (LEFT) AT END OF SWATH CUT THROUGH SCRUB PINE FOREST. AT UPPER RIGHT IS NANTUCKET AIRFIELD, QUARTER MILE AWAY**



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**DOOMED TRAVELERS** posed for snapshots on day before flight as they boarded excursion boat for trip on Amsterdam canals. On a Church of Brethren tour,

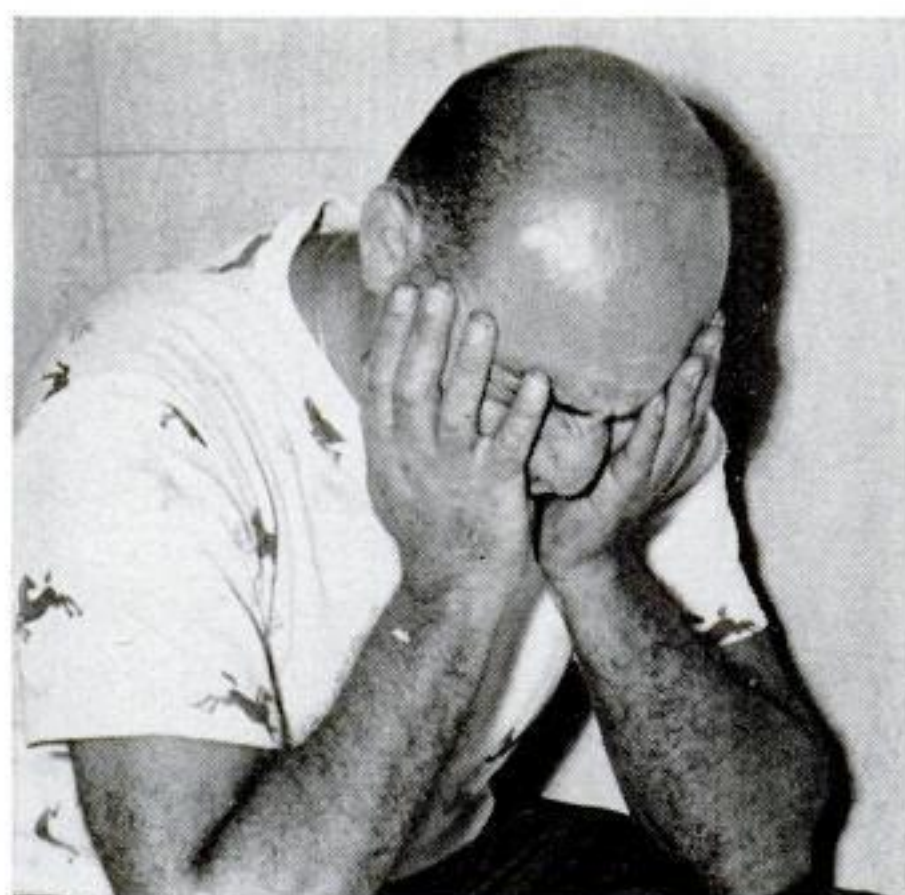


they are: Mr. and Mrs. Reuben Hummer of Ephrata, Pa. (left), Mrs. Clyde Kreider of Quarryville, Pa. (center) and Mrs. Max Snider of Bradford, Ohio.

## TRAGEDY FOR HOMEWARD-BOUND VACATIONERS

The short span of hours which separated the happy scenes shown above from the grief-stricken ones below were shattered last week by another tragedy of the air. Out over the Atlantic just west of Ireland a KLM Royal Dutch Airlines plane bearing 99 people—many of whom were homeward-bound American vacationers—fell into the sea. No one lived, and all that rescue ships and planes could find in two days' search were 37 bodies, a wheel bobbing in the swells, empty life rafts and other debris. For a transoceanic plane, it was the most dreadful disaster in history.

Bound for Idlewild airport, New York, Flight 607E—the E stood for an extra economy flight laid on to meet the tourist rush—was a newly built four-engined Super Constellation. It had four radios and could safely fly on two of its engines. Yet this plane, with all its modern equipment, disappeared only 35 minutes after it had taken off from a refueling stop at Shannon, Ireland. Flesh burns and chunks of metal found embedded in the recovered bodies indicated an explosion, possibly from lightning, a loose propeller blade striking the fuselage or a fatal short circuit.



**FACE IN HANDS** at Idlewild airport, David Sami weeps at news his parents-in-law were on the plane.



**OVERCOME BY TEARS**, Mrs. Peter Miller leans on information counter on learning of son's death.

**LADEN WITH PRESENTS** he will never give to → his mother, who was on flight, Joseph Hawrys is dumb with grief after getting the news. He saved for years to bring her from Poland to a home in U.S.





# MEN OF AMERICA: HURRICANE ALERT

Live-action shots—  
U. S. Weather Bureau



Gale wind rages,  
foaming breakers roar!



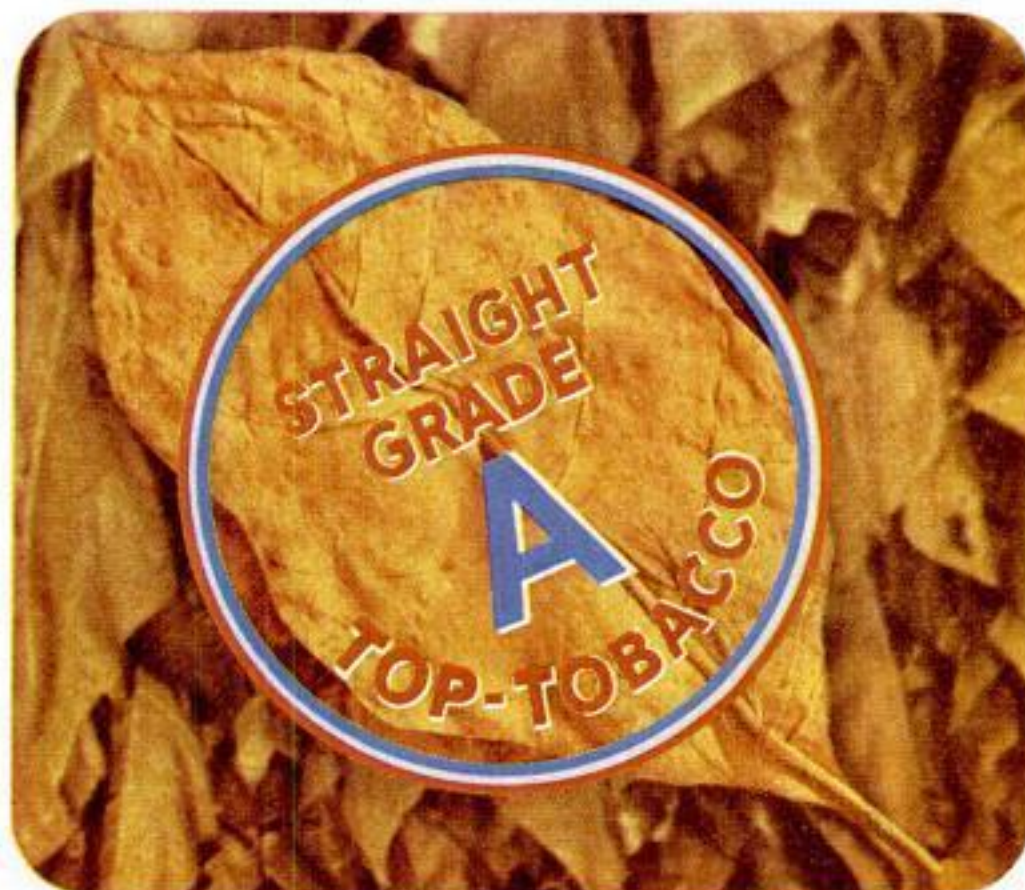
Radar warning—  
storm will hit our shore!



Checking on the weather,  
you'll find a man...



Stops and takes big pleasure when and  
where he can... Chesterfield!



Always the top-tobacco, straight Grade-A,  
the top-tobacco in the U. S. A.



This sun-drenched top-tobacco's  
gonna mean...



That you're smokin' smoother and  
you're smokin' clean!

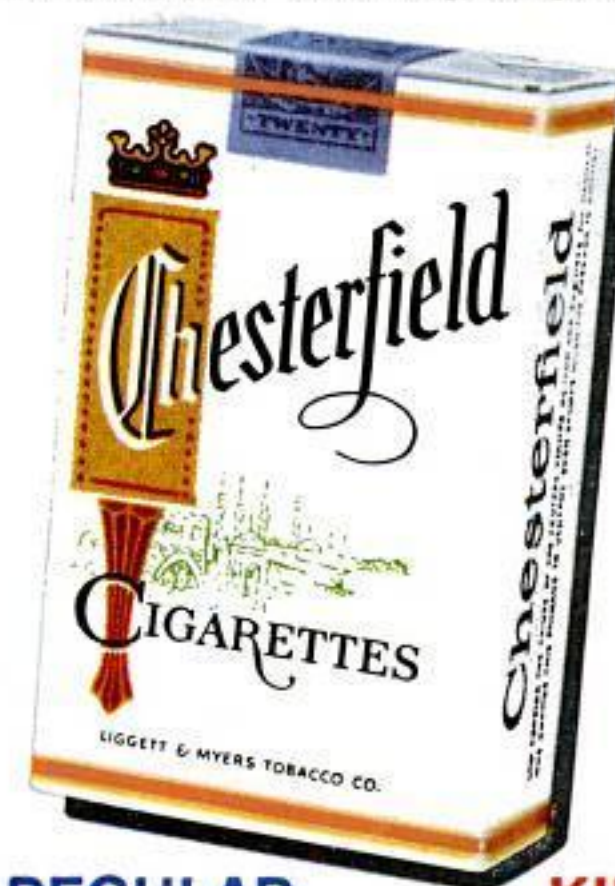


The very best tobacco in the U. S. A.  
gives you big clean flavor in a big, big way.

When you've earned a smoke—nothing satisfies like the  
**BIG CLEAN TASTE OF TOP-TOBACCO!**

# CHESTERFIELD

© Liggett & Myers Tobacco Co.



REGULAR

KING



# He used to think reading was only for school

*"Doggone, you have to sit still to read. That's okay for old people like Mom and Dad. Me, I'd rather play ball. Except maybe for LIFE. I mean, you see a lot of real keen things in LIFE."*

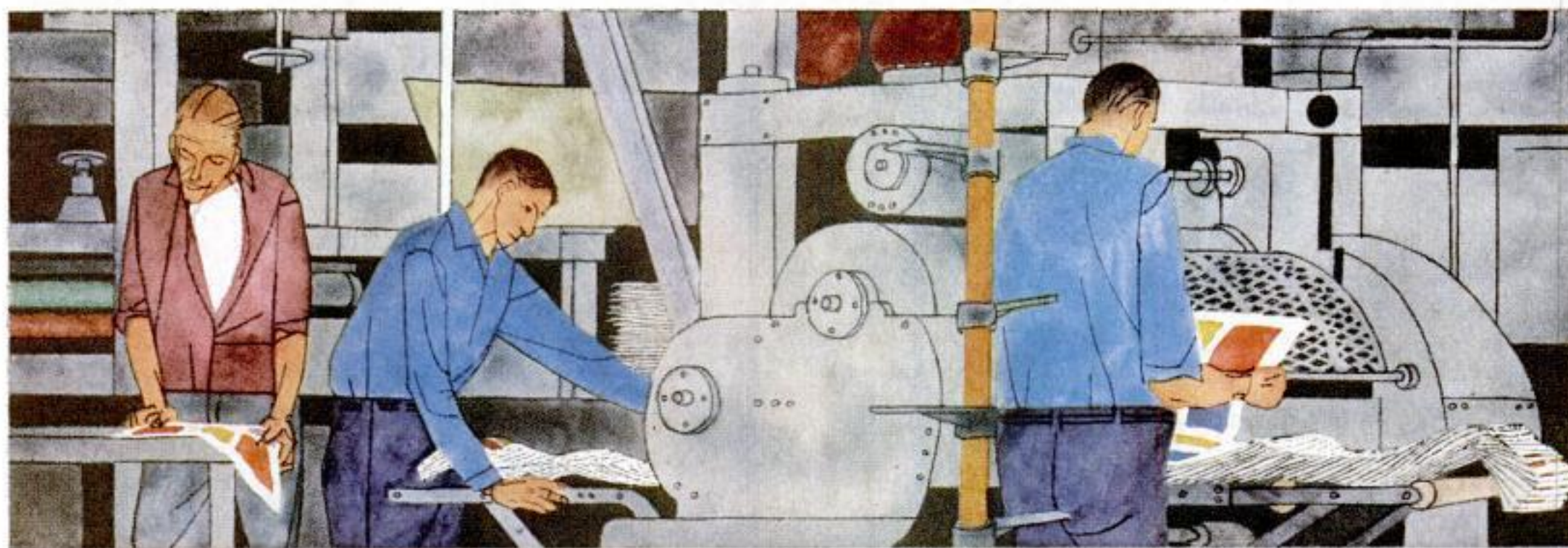
Coming from our son, that's praise indeed. And take it from a pair of "old" parents (LIFE fans from way back), LIFE does a lot for youngsters. Not that our son's a mental giant—yet—but he's beginning to take an interest in the world outside the ball park . . . and to talk about it.

Take geography. What boy wouldn't be fascinated by LIFE's color pictures of a cross-country canoe trip? In LIFE, violent northern rapids, calm southern rivers and the sandy eastern shore show the tremendous variety and vitality of nature the way a boy can understand—through the eyes of other boys.

Or take LIFE's intriguing series on subjects as different as *The Fabulous Frontier* and *The Air Age*—full of pictures, full of action, full of thought-provoking facts. (And if you want to keep up with your children's questions, *you'd* better be up on LIFE.)

LIFE is a great way for anyone to learn about a lot of subjects. Our son even shines in class now because he remembers so many of the things he's read in LIFE. Pretty impressive tribute to LIFE, eh? Well, you should just see his LIFE-inspired dinosaur collection!

LIFE leaves a lasting impression on readers of every age. It's no wonder everywhere you go, people are talking about some article in LIFE.



**5 billion copies of LIFE.** Twenty-two years ago, LIFE began . . . and with it the science—and art—of photo-journalism. For, from the beginning, LIFE developed this unique blending of pictures and words into an eloquent new form of communication all its own.

LIFE's staff of photographers has grown from four

to 36 . . . its editors, writers and reporters from 15 to over 350. But the vital, personal spirit that makes LIFE's photo-journalism so memorable remains.

Today, 5 billion copies later, you can be sure that all the news of the world and its people comes alive for you week after week in LIFE.

ONLY **LIFE** gives you so much





PHOTOGRAPH BY IRVING PENN

understanding . . . so swiftly, so surely

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# Wesson Oil

## takes the smoke out of frying!



**SOLID SHORTENINGS SMOKE BECAUSE** they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

**WESSON OIL DOES NOT SMOKE BECAUSE** it is vegetable oil in its purest form—nothing added. So clear and delicate, you never taste it. No other oil as fresh, as pure and as light—or more highly rated for good nutrition.



## Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Thrifty, too—you can use Wesson again and again

For good nutrition—Wesson is America's most readily available source of pure vegetable oil—unsaturated and unhydrogenated.

### *New idea— Seafood Pepper Rings*

Slice green peppers and onions (the bigger the better) into thumb-thick rings. Stuff with your own special tuna croquette mixture, or here's a hint, try canned codfish cakes mixed with egg, seasoned with minced onion and green pepper. Pan fry golden brown in Wesson Oil. Extra good served with lemon wedges.



**FREE BOOKLET** "FACTS AND THEORIES ABOUT FATS AND OILS IN THE DIET". Write Wesson Oil People, Box 106, New Orleans, Louisiana.



# HARD TIME FACES FRUITFUL HUTTERITES

**South Dakota tries to stop growth  
of diligent Christian communists**

In the official opinion of the state of South Dakota, the women and children shown here are a menace to their neighbors. So, in effect, said the state's supreme court recently in approving a law that forbids a religious sect called the Hutterites to buy any more land in the state. Without more land the 17 Hutterite colonies in South Dakota are stymied because they are growing so rapidly in numbers that they cannot exist on their present acreage.

The Hutterites, followers of Jacob Hutter, a 16th Century Protestant reformer, practice a strict religious communism based on the New Testament: "All that believed were together, and had all things common." No Hutterite has private possessions; everything belongs to the community. The colonies prosper because they work hard and spend little except on improving their land. Their annual birth rate, 45.9 per 1,000, is almost twice the U.S. average.

Neighboring farmers dislike the Hutterites because, not having to pay wages, they can afford to buy up the best land available. Local merchants dislike them because, with their ascetic ways, they are poor customers. Such economic facts, plus a general distrust of the Hutterites' strange ways, aroused enough antagonism to bring about the discriminatory law. The Spink County colony, shown on these pages, was sued by South Dakota and must stop buying land. Now the Hutterites have to upset the law or try to establish their colonies in other states.



**TRADITIONAL GARB** is based on Tyrolean dress. Some of the sect came from the Austrian Tyrol.

**TRADITIONAL METHOD** of rearing children communally includes having them eat in own dining hall.



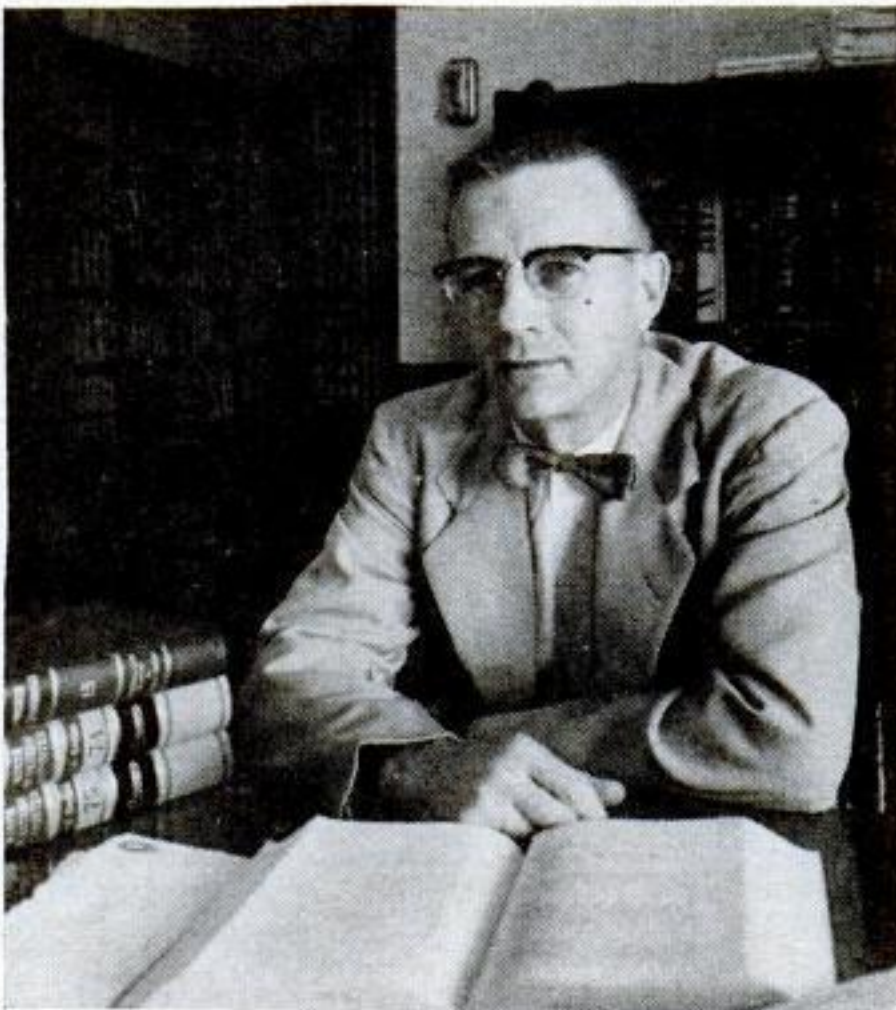
CONTINUED



## MEN WHO OPPOSE THE COLONY AND WHY THEY DO SO



**EMOTIONAL OPPOSITION** to Hutterites is expressed by Ray Pedersen, farm equipment dealer of nearby Redfield, who says, "It's their way of life, the way they keep to themselves, that I don't like."

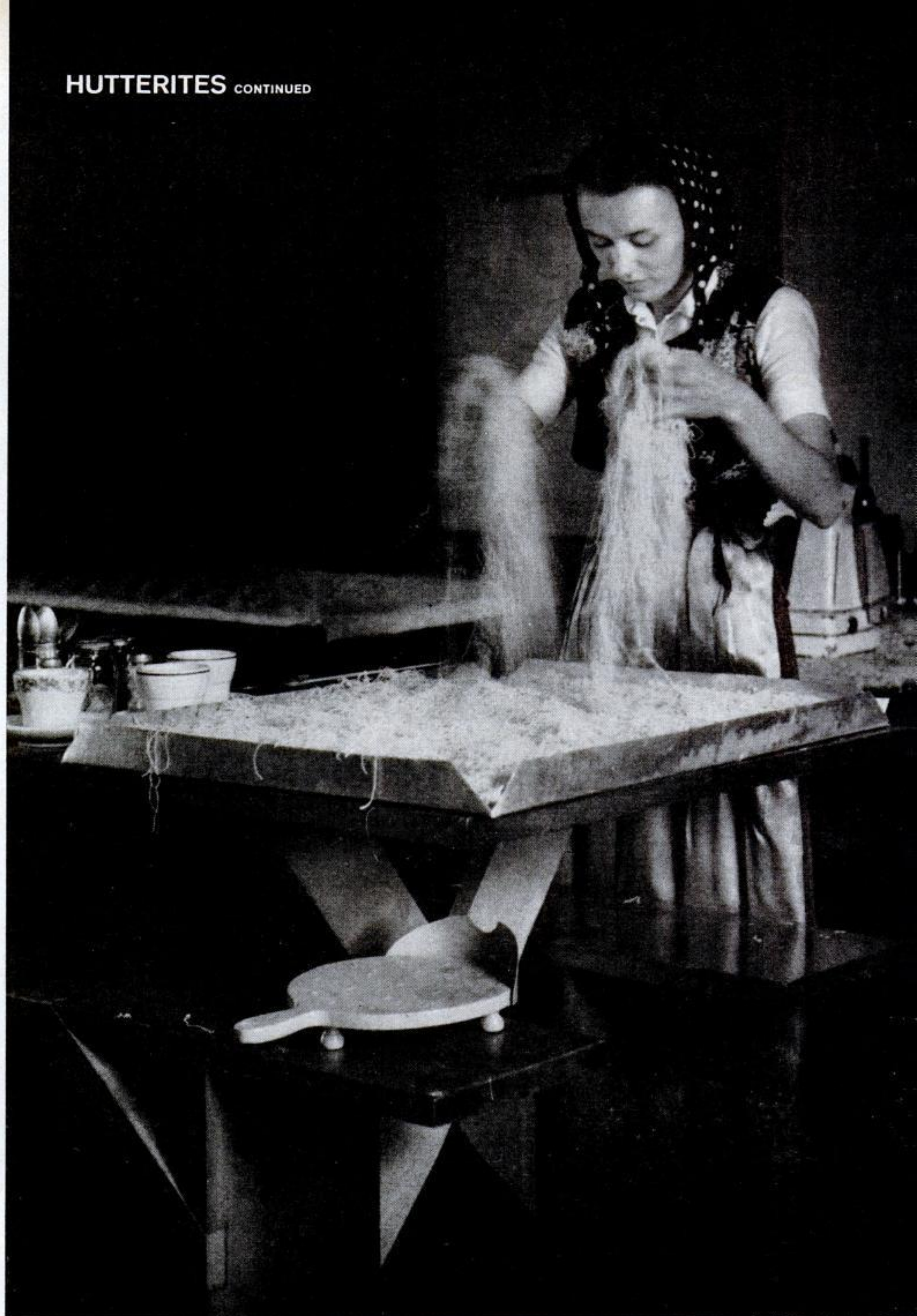


**LEGAL OPPOSITION** came from state's attorney, Wallace G. Dunker, who argued the case against the colony: "It's like the antitrust laws, where you keep a big guy from putting a little guy out of business."



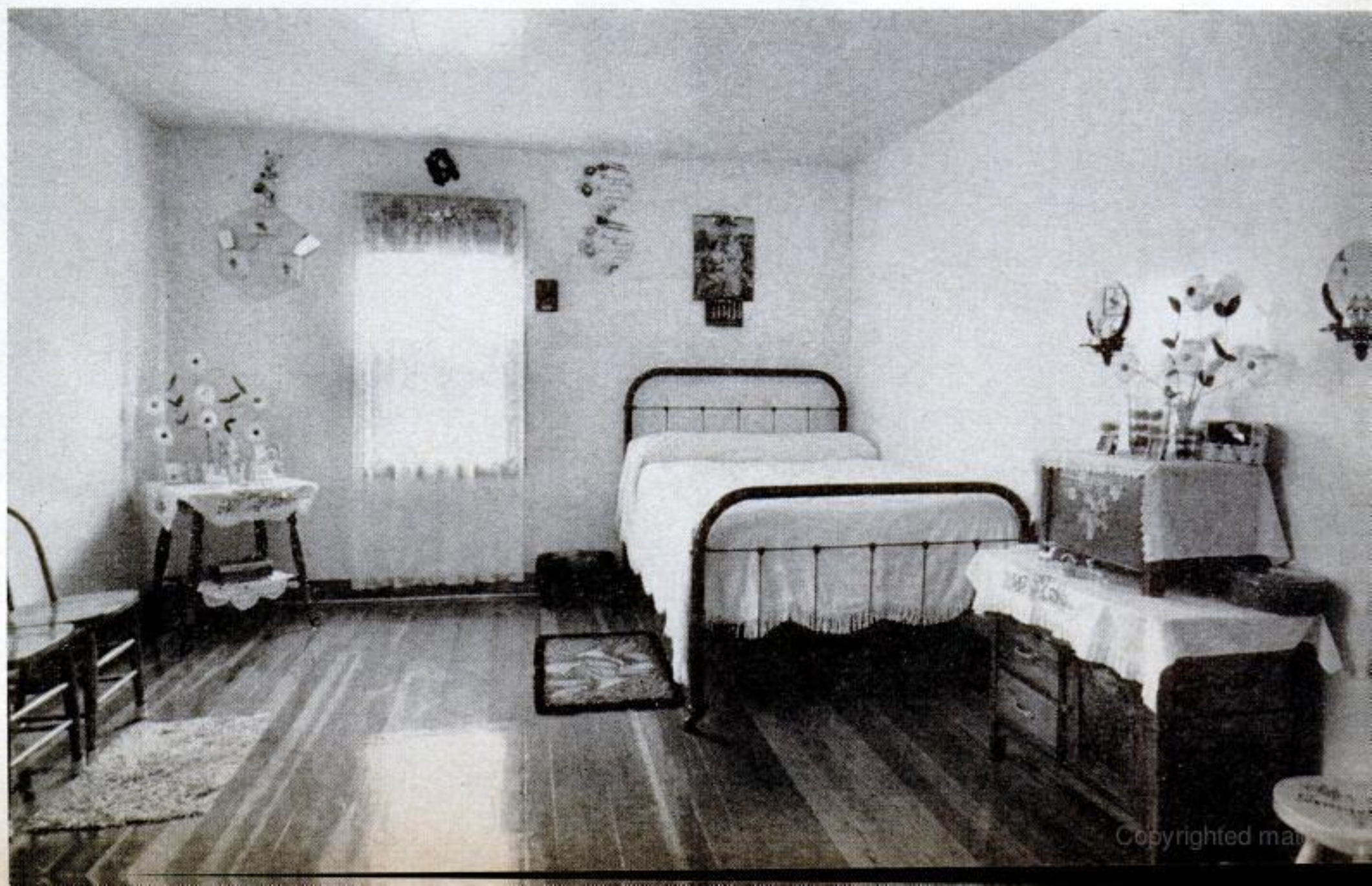
**ECONOMIC OPPOSITION** is voiced by neighbor, William Paananen: "I've got to pay wages for my help. They get their help without paying. They got nothing to worry about. They ruin the small farmer."

CONTINUED



**COMMUNAL STINT** is done by girl who helps in kitchen by flipping noodles. All cooking is done in one kitchen and all meals taken in community dining room. Every person past school gets full-time job.

**SPARSE FURNISHINGS** in colony rooms are largely homemade and hand decorated. Common saying among Hutterites is, "We are not anxious for money and possessions but only desire godly hearts."





35 spices and herbs lend their savory flavor  
to Rath sliced sausages

THE RATH PACKING COMPANY, WATERLOO, IOWA



*The whole, wide world's on our spice shelf. Cloves from Madagascar. Coriander from Morocco. Nutmeg? Only a whisper is needed for our Salami, but we get it straight from Indonesia—grate it sweet and pungent in the sausage kettle. Most of our seasonings are used in tiny amounts. Just a dash of mace adds zest to our velvety-smooth Liver Cheese. A mere pinch of coriander teases your tongue in our Pickle and Pimento Loaf. But, a pinch or a pound, it's measured and mixed with real "know-how". Try these very special cold meats, all neatly sliced and packed in plastic. You'll love 'em!*

*Always-read-the-small-print-dept. Our spices may come from the other side of the world, but the meat? Right from the heart of Iowa—with that Iowa corn-fed flavor.*

# Rath BLACK HAWK MEATS





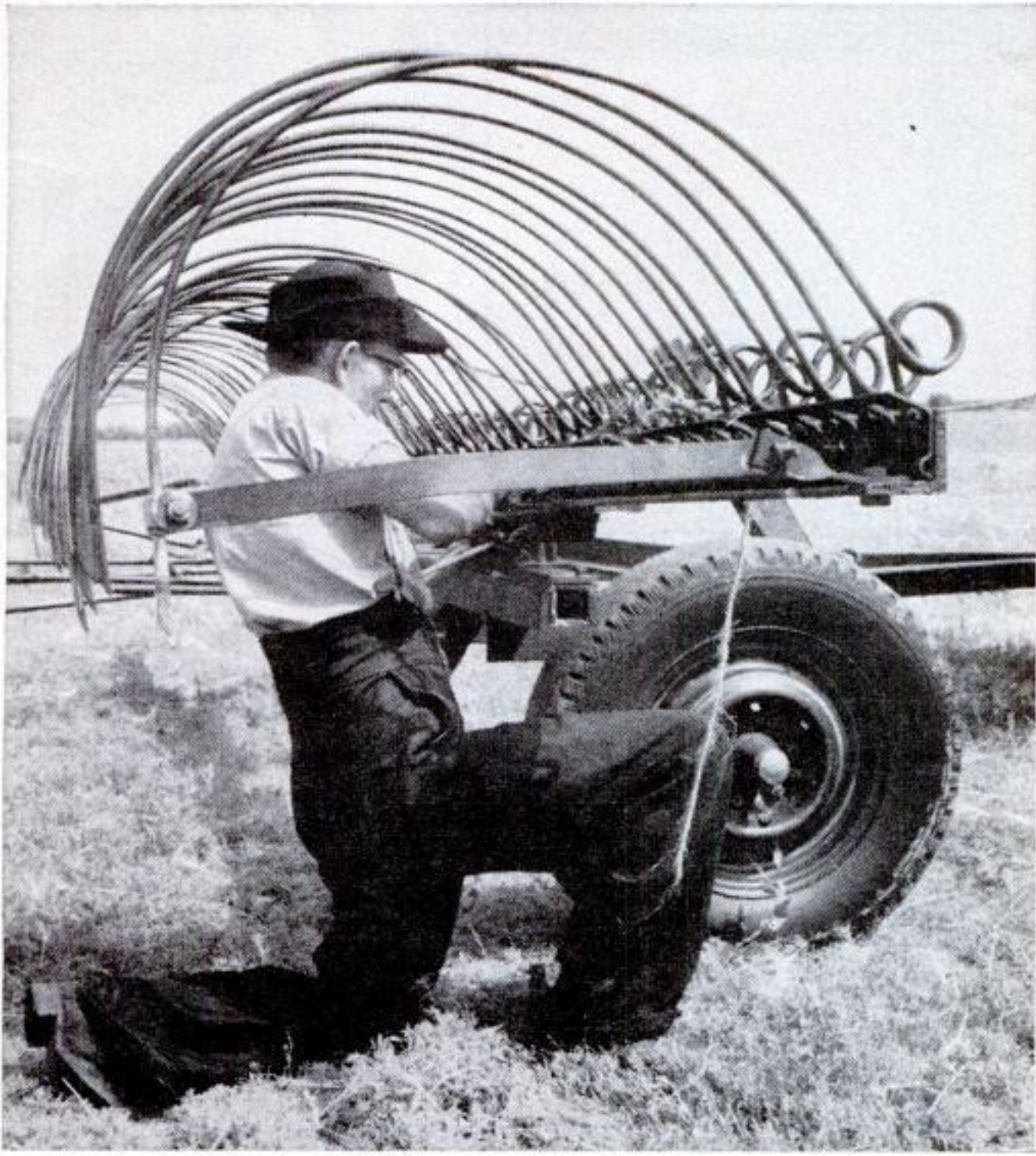
## THE SERIOUS SIDE of those cheerful Rice Krispies from Battle Creek

They give you the important nourishment of whole grain rice—vitamins, minerals and energy builders—in its tastiest form. They look so elegant. They're almost delicate on the spoon. But they're real down-to-earth when it comes to nourishment. Seriously, shouldn't you have 'em for breakfast—often?

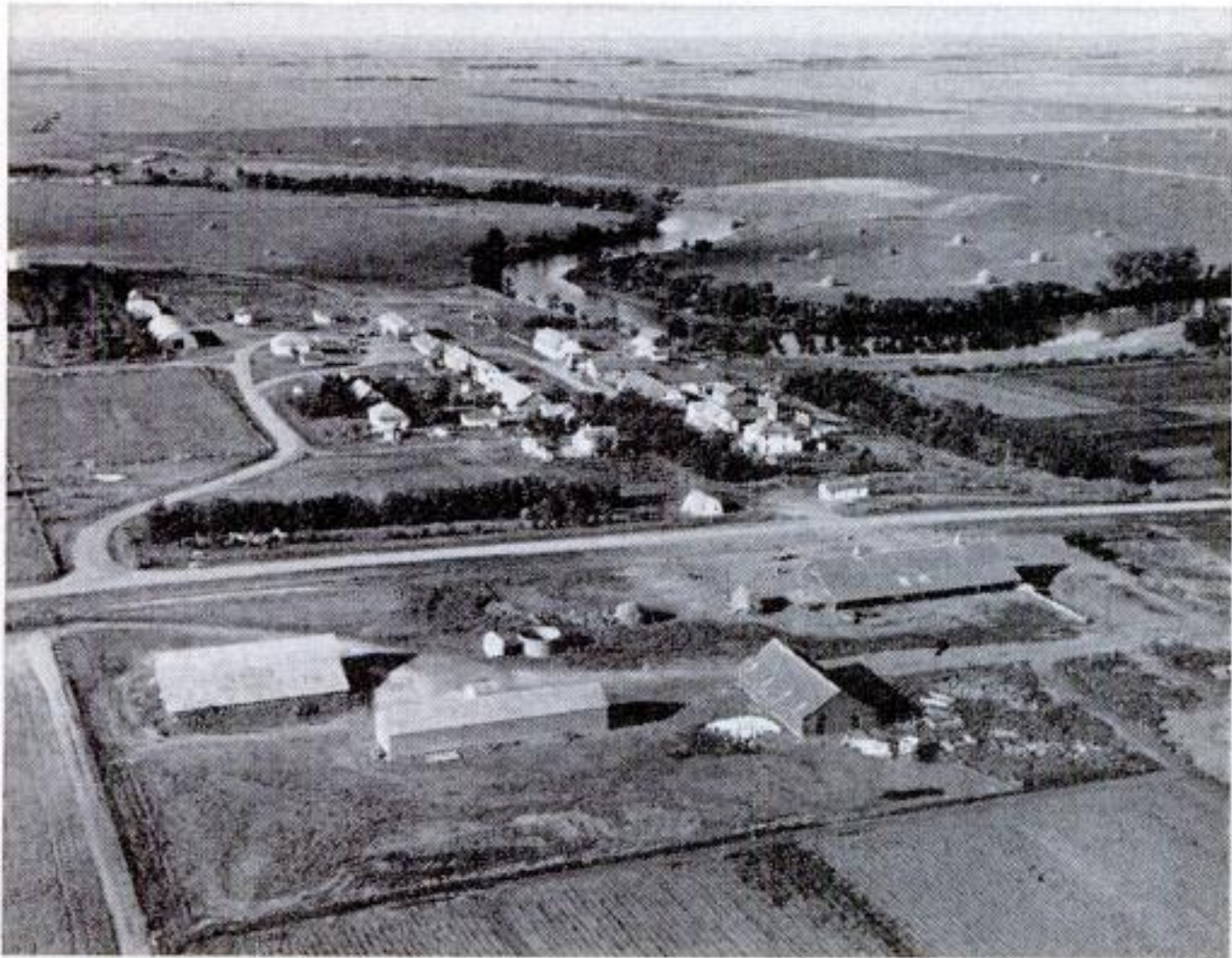


The talking cereal talks sense—It sounds off with a "Snap! Crackle! Pop!" A real bright, gay sound. But the soundest thing about this happy cereal is the nourishment it gives you—the important nourishment of whole grain rice.





**REPAIRING HAY RAKE**, a Hutterite of the Spink County colony wears characteristic high-waisted black pants. Most of their farm machinery is modern.



**SPINK COLONY** has main settlement in midst of its nearly nine square miles (5,840 acres). The group moved here by the James River (*upper right*) in 1945.

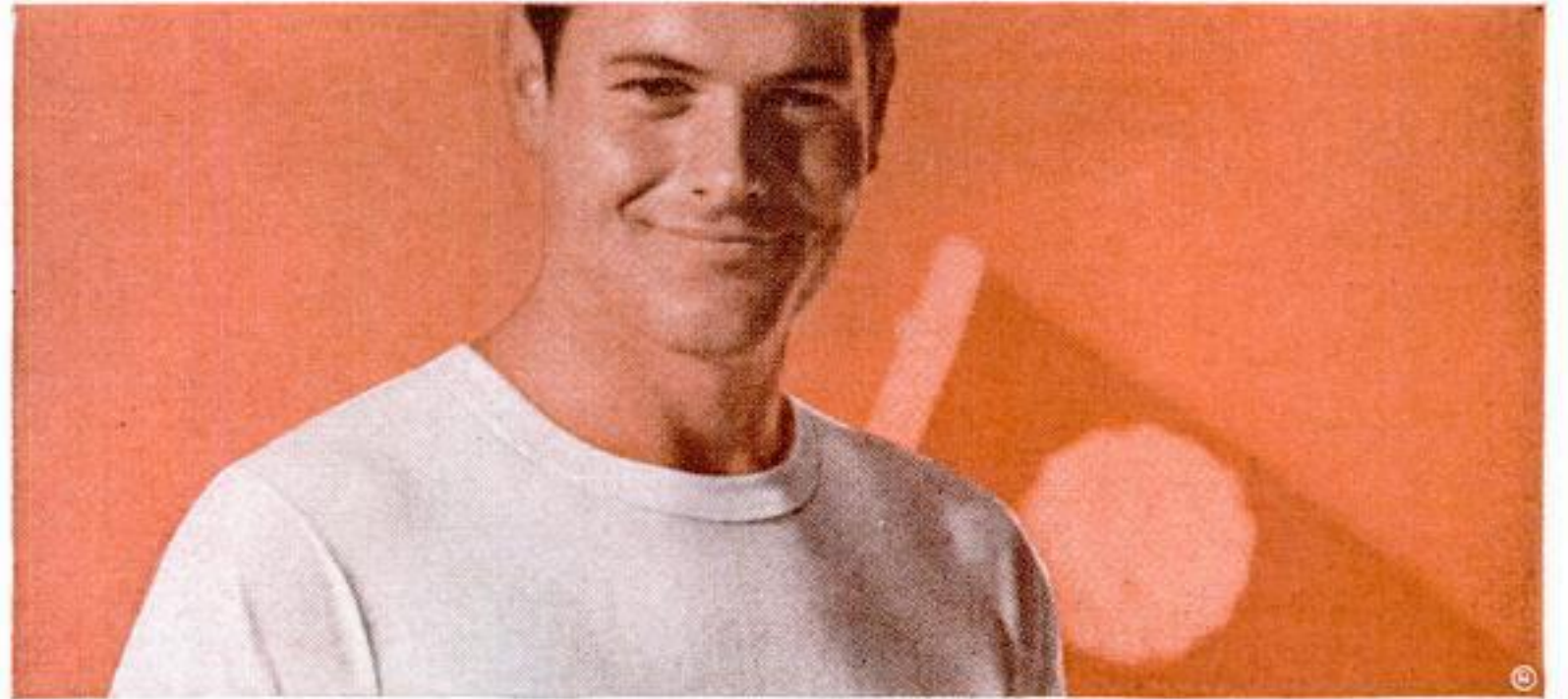


**COLONY BLACKSMITH**, Mike Wurz (*left*) and John Wipf Jr. adjust tractor. Wipf, son of the colony's religious leader, serves as the financial manager.

CONTINUED

MORE MEN AND BOYS WEAR...

**GUARANTEED**



**FRUIT OF THE LOOM**  
UNDERWEAR THAN ANY OTHER BRAND



**Tops in class for every age**

Voted most likely to please, Fruit of the Loom underwear is perfect for every back-to-campus lad . . . from Ivy League Senior to grade-school Junior. Soft, strong, long-wearing—only Fruit of the Loom offers all these features: Sanforized high-count cotton broadcloth • reinforced at stress points • lasting fit through countless washings • sensibly priced • unconditionally guaranteed. No wonder smart students everywhere are stocking up now!



BOYS' Athletic Shirts  
Box of 6 for \$2.30

**39¢**

BOYS' Tee Shirts and Briefs  
Box of 6 for \$2.90

**49¢**

BOYS' Sanforized Shorts  
Box of 6 for \$3.50

**59¢**

BOYS' Sizes 2-16

MEN'S Sanforized Shorts, Tee Shirts, Briefs—69c, 6 for \$4.10; Athletic Shirts—49c, 6 for \$2.90  
FRUIT OF THE LOOM UNDERWEAR • EMPIRE STATE BUILDING, NEW YORK 1, N. Y.





(Based on Company File #35H55315)

## I came to...in a cast

Only a tiny patch of ice. *Bang!* Down I went—shattering my elbow. I woke up in this cast. Long weeks in the hospital, and then home—still in a cast. I couldn't do a thing for myself for *four months*.

It was a long and trying ordeal. Luckily we had the right kind of insurance. My husband had taken out a Hartford Family Major Medical Expense Policy only a few weeks before.

I'd have had a much more difficult time, I'm sure, if it hadn't been for the kind and considerate attitude of the Hartford people. Our Hartford Group Agent and the claim man were both so helpful. All my needs were well taken care of—they did everything they possibly could to see that I was comfortable.

My husband and I were concerned about having such a large claim so soon after taking out our insurance. But the Hartford's payments toward my medical bills were made promptly and without question. Altogether they came to \$1,592—and what a wonderful help they were in saving us from financial disaster.

I guess you can see why my husband and I both think the Hartford is a pretty good company to be insured with!

**You get all three when you're insured through the Hartford Group:**

**1. Peace of mind.** The Hartford is a financially strong organization with a 148-year record for prompt and fair payment of claims.

**2. Capable counsel.** Hartford Group Agents and brokers of Hartford insurance are trained, experienced men, qualified to help you with your insurance problems.

**3. Service that meets your needs.** The Hartford has 33,000 Agents... more than 200 claim offices... a staff of 9,500. Wherever you may be, there is an Agent or a broker close by to provide the dependable Hartford protection you need for your family... your home... your car... your business.

Year in and year out you'll do well with the

# HARTFORD

## Fire Insurance Company GROUP

Hartford Fire Insurance Company  
Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company  
Citizens Insurance Company of New Jersey, Hartford 15, Connecticut  
New York Underwriters Insurance Company, New York 38, New York  
Northwestern Fire and Marine Insurance Company  
Twin City Fire Insurance Company, Minneapolis 2, Minnesota



## HUTTERITES CONTINUED



**OLD-FASHIONED CART** with which boys are playing is of type used for many purposes including garbage disposal. Lettering gives owner's name.



**HIGH SPIRITS** of Hutterite children is often evident, despite atmosphere of industry and austerity surrounding them. They romp here on bales of hay.



**HOMEMADE SWING** cut out of old truck tire is a favorite toy of the colony. Girl holding baby is doing her communal stint, looking after small children.



Keep that  
young feeling—  
*in your car, too!*



**Use Mobiloil Special to keep  
your engine new car clean!**

Want your car to stay *young*—lively and responsive? Use *Mobiloil Special* to help keep your engine *new car* clean! It guards against harmful deposits—sharply reduces frictional and corrosive wear—prolongs engine life. With a *clean* engine your car runs smoother, quieter—delivers full power, top gas mileage. Another plus—*Mobiloil Special* retains its protective “body” at all engine temperatures. At your next regular oil change—change to *Mobiloil Special*. Sold at Mobil Stations, Car Dealers, Garages.



**FOR THE BEST IN ENGINE PROTECTION**

**You're Miles Ahead with**



*Tune in "TRACKDOWN" every Friday night, CBS-TV.*

SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

New Mobil Sign of Friendly Service  
now going up everywhere



Fender, '58 Lincoln, cleaned *and* waxed .....



**VISTA TIME: 4 minutes**

**DURATION: up to 6 months**



Simoniz makes it as only Simoniz can—VISTA, for tough real paste wax beauty and protection. VISTA is real paste wax with cleaner in it—*turbo-whipped* so it spreads smoothly, dries and wipes off quickly. One easy application cleans, shines and protects your car for months . . . *try it.*

**SIMONIZ MAKES IT**





**RACE HORSES** jockeying for position before the starting signal were sketched in pastel by Edgar Degas, who frequented the track almost as much as the ballet

in his search for models in motion. This scene, done around 1875, is one of five works by Degas which Leonard Hanna donated to the Cleveland museum.

# Great Show of French Masters

## CLEVELAND CELEBRATES LEGACY OF HANNA COLLECTION

Among the most prized paintings in the U.S. today are the 19th and 20th Century French masterpieces shown on these pages. They are part of a \$1.5 million art collection bequeathed to the Cleveland museum last fall by the late Leonard C. Hanna Jr., a member of Cleveland's wealthy steel family, who had accumulated the

paintings over the course of the past 40 years. After his death his collection was installed in the museum's handsome new wing which Hanna himself helped make possible with a gift of \$4 million. To top off his generosity Hanna willed an additional \$20 million to Cleveland, one of the largest gifts ever made to a museum.

CONTINUED





**THE APPLE SELLER**, painted by Auguste Renoir around 1890, is an idyllic scene incorporating all the artist's favorite subjects—serene, full-bodied women,

apple-cheeked children, a glossy-haired dog and a luscious summery landscape. One of two Renoirs given to Cleveland by Hanna, it is valued at \$125,000.





**THE BROOK**, one of two paintings by Cézanne in the collection, was begun in 1898 when the Post-Impressionist master was living in Aix-en-Provence. He

worked on the painting off and on for two years, carefully translating the dense foliage and the shadowy stream into subtle planes and cool harmonies of color.



**DEGAS' AUNT**, the Duchess of Montejasi-Cicerale, posed around 1880 for her artist-nephew, who caught the somber expression that was a Degas family trait.



**BERTHE MORISOT**, herself an artist, was painted by Edouard Manet soon after she met him in 1868. Six years later she married his brother, Eugène.

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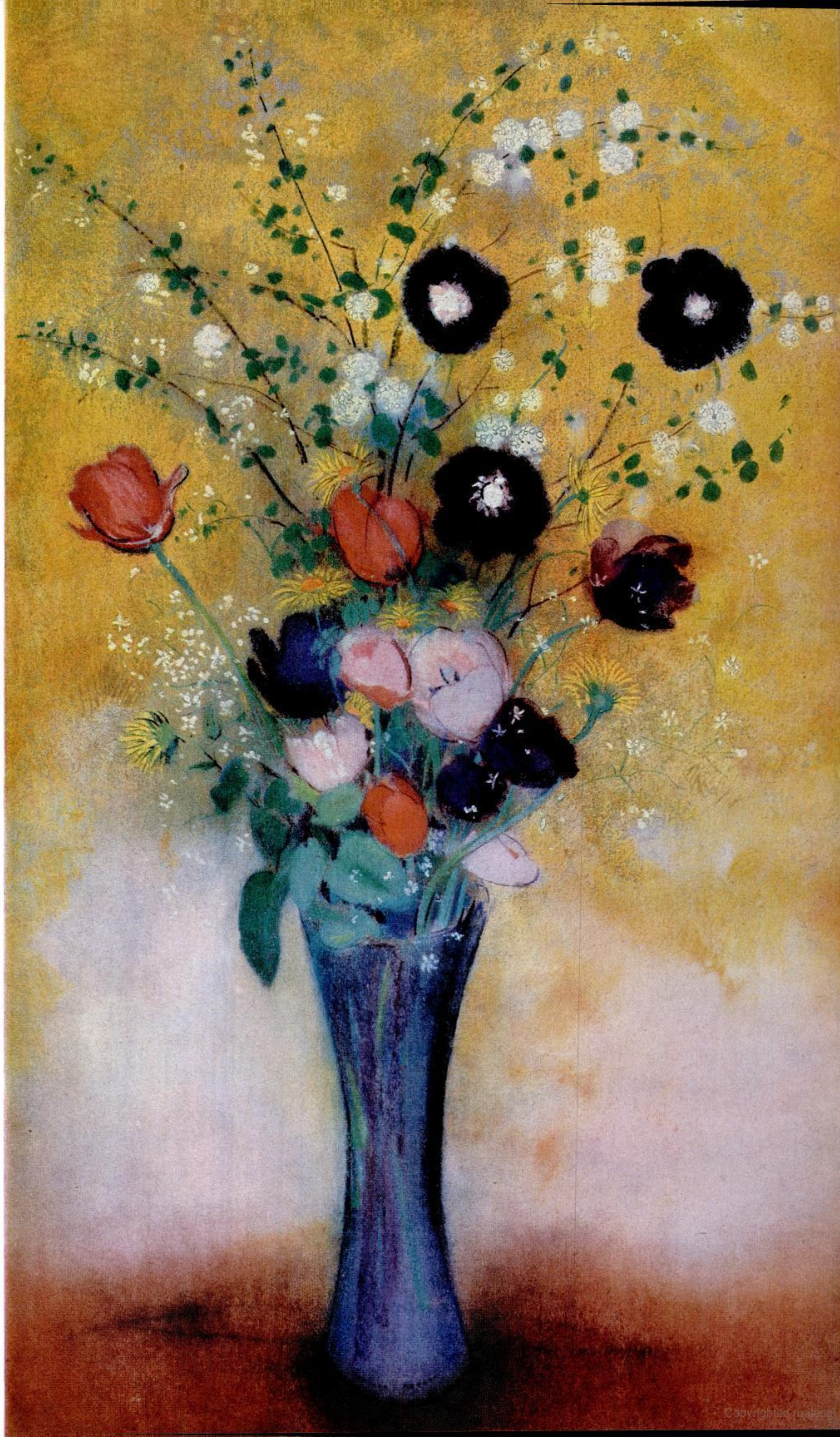


## MASTERS

CONTINUED

### VASE OF FLOWERS

was depicted in warm pastel tones by Odilon Redon in 1916. A great lover of flowers, he always kept a fresh bouquet in his studio and spent hours portraying them in pastels or paint. "Nature," he said, "becomes . . . my yeast, my fermenting power."





# THUNDERBIRD!



## Five reasons why it is the most admired, most talked-about, most wanted car in America today

When we designed the new 4-passenger Thunderbird there was good reason to believe it would be a success, because it combined the verve and dash of the 2-passenger Thunderbird with the comfort and luxury of much larger cars.

But this jewel-like car has exceeded even our own fondest expectations. Ever since its debut in February it has caused large numbers of very sane and sensible people to fall helplessly in love at first sight.

It's no exaggeration to say that the new T-bird has been—and is—the most widely admired car in America.

Practically *everyone*, when you come down to it, would like to own and drive a Thunderbird.

### PRODUCTION RATE DOUBLED

We started out to build about 3,000 cars a month. But it was soon clear that this wouldn't be nearly enough, so we eventually increased production to 6,000 cars a month. Our Wixom plant is turning out T-birds at a capacity rate and has been working nearly every Saturday since March. But the more Thunderbirds we make, the more the demand grows. (Some people, you may be surprised to learn, have actually been turning in 1958 models to get a Thunderbird!)

Why has the Thunderbird been such a raging success? According to most of the people we've talked to, there are five principal reasons why they're so proud to own a Thunderbird:

1. This is a genuinely *beautiful* car. It's unlike any other car on the road. Yet, from every angle, it has lines that are aesthetically pleasing, lines that are simple and functional, lines that are *right*. Its beauty is in no way pretentious or contrived. Like a racing shell or a modern airplane, its every contour has a purpose and a meaning.

2. The Thunderbird's *size* is immensely practical. In a manner of speaking, this is the one luxury car that lets you have your cake and eat it, too. For it's big enough to give you ample leg room, head room and trunk space; it's big enough for your wife to get in and out gracefully, even when she's wearing a fur coat or an evening dress. Yet the T-bird handles, parks and drives with an ease no other luxury car can possibly offer you.

3. The Thunderbird has a certain spirit, a certain personality that makes people regard it with open affection. (Ever notice how often people will walk up to a T-bird and sort of pat the fender?) The very name "Thunderbird" has come to mean excitement and style and fun.

4. The Thunderbird's *performance* is nothing short of spectacular. Its 300-hp Special V-8 is a magnificent, precision-built engine. In a car of Thunderbird size, this gives you a command of the road such as you can never have experienced before.

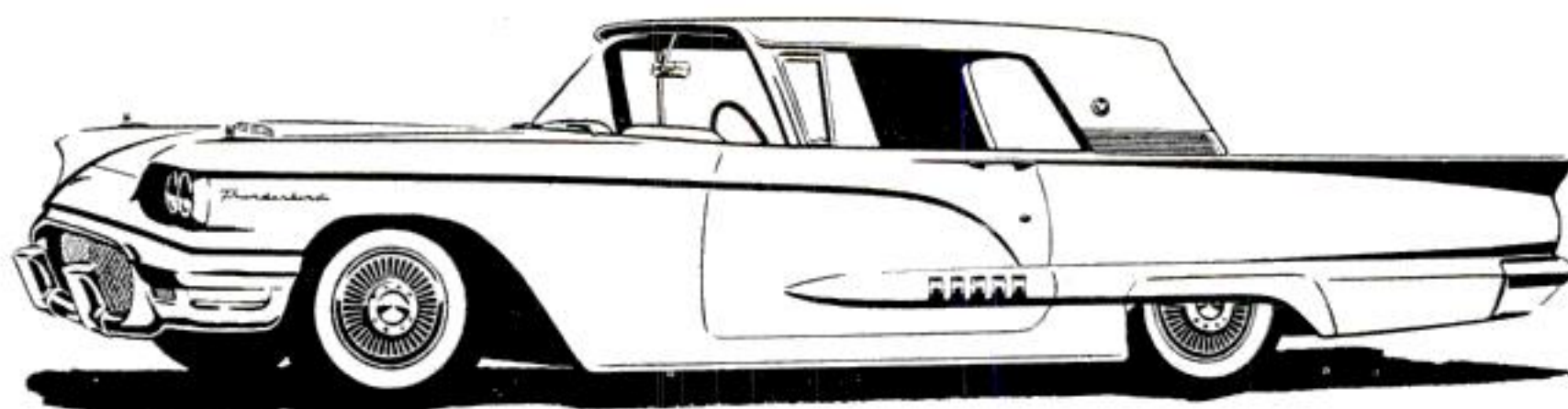
5. A Thunderbird represents the very essence of good taste. It's so elegant—and so *distinctive*—that it has become the new symbol of prestige among motor cars.

The other day someone dropped a remark about the Thunderbird that just about sums it all up. He said, "You know, the Thunderbird is a really big car—in everything but size!" We would add "and in price!" for Ford brings the Thunderbird to you at a price *far* below that of other luxury cars.

### WARNING!

The Thunderbird has a marked tendency to alienate people's affections for other cars. So when we suggest that you stop in at your Ford Dealer's and drive a Thunderbird, it's only fair to point out that you may never feel quite the same again about your present car. But driving a T-bird is a wonderful experience. Why not treat yourself to it—soon!

FORD DIVISION  
FORD MOTOR COMPANY



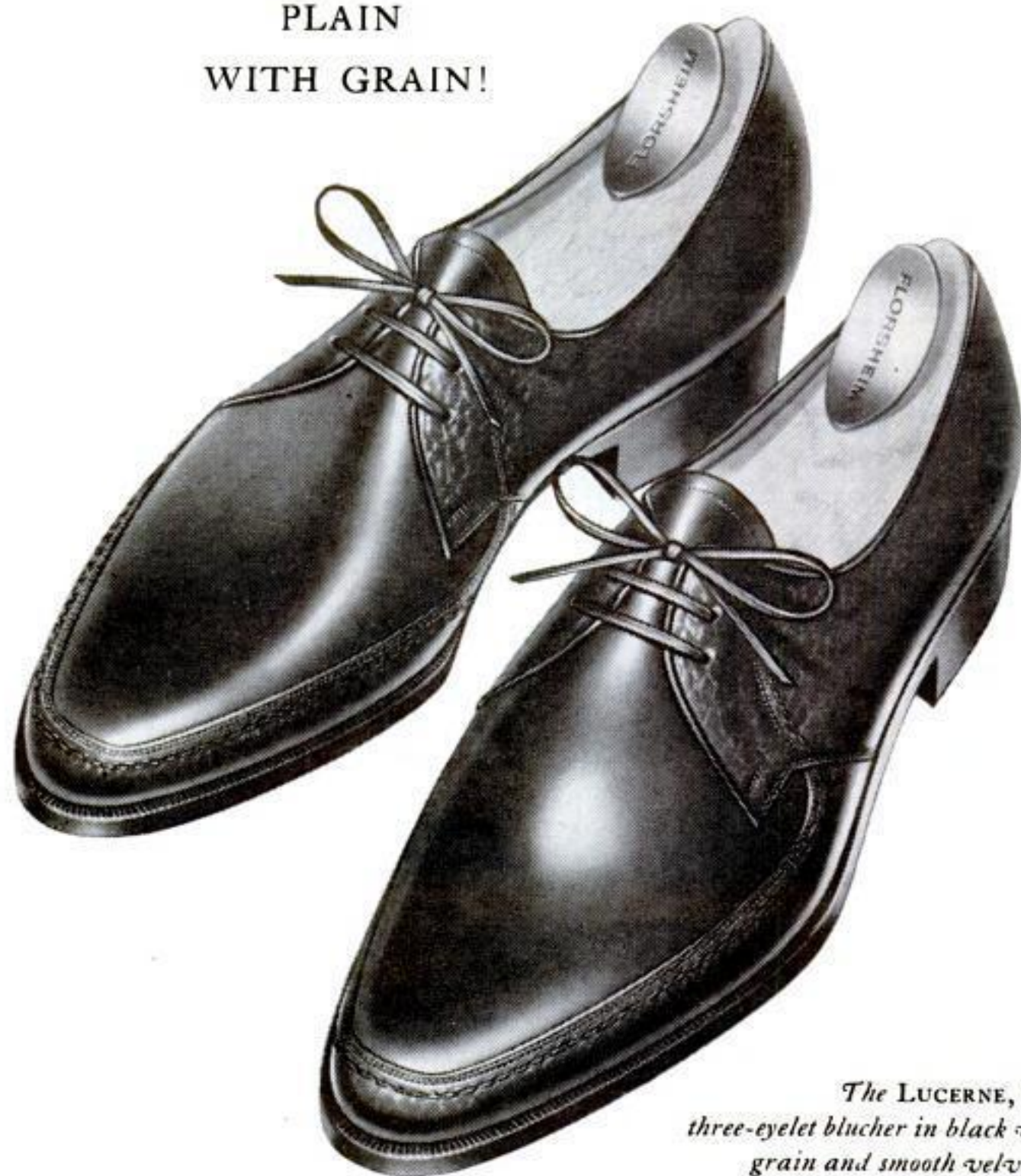




# FLORSHEIM

## "HAPPY BLENDING"

PEBBLED  
WITH SMOOTH—  
PLAIN  
WITH GRAIN!



*The LUCERNE, 29604;  
three-eyelet blucher in black walnut  
grain and smooth velvet calf.  
\$22.95*

There's a touch of "carriage trade" elegance in the handling of these originals by Florsheim! Fine, faultless, satin-finish calfskins are combined with natural grain leathers for a totally new look in America's finest shoes for Fall. Yes! Florsheim mixes the pebbled with the smooth—the plain with the grain—for a style story with a "happy blending"!

Other Florsheim Styles **\$18<sup>95</sup>** and higher

THE FLORSHEIM SHOE COMPANY • CHICAGO 6 • MAKERS OF FINE SHOES FOR MEN AND WOMEN  
A DIVISION OF INTERNATIONAL SHOE COMPANY

## FRENCH MASTERS CONTINUED



LEONARD C. HANNA JR. helped lay the cornerstone of the new wing on his last visit to the Cleveland museum two years ago. He died last October.

## MILLIONAIRES MADE TOP RANK MUSEUM

Forty-five years ago the Cleveland Museum of Art was merely the well-intentioned idea of four Cleveland millionaires. To make good their intentions, one gave his art, another donated land for the site, the others put up \$1 million for the building. When the museum was completed in 1916, other Cleveland millionaires began to fall in line and endow it with riches. Renaissance paintings from the Holdens, pre-Columbian art from the Norwebs, \$1.7 million from the Marlatts, \$3 million from John Severance helped boost Cleveland into the top rank of U.S. museums.

Most persistent and generous donor was Leonard Hanna who started out modestly in 1920 with a gift of five etchings. Over the next four decades he gave the museum more than 1,000 objects spanning 3,000 years of art. At his death his total contribution was valued at more than \$30 million.



EX-DIRECTOR MILLIKEN

Though millionaires made the museum, citizens of lesser means have helped make its new wing. Some 1,400 chipped into the building fund with gifts of 25¢ to \$100,000. As overseer of these donations, Director William M. Milliken, who retired in April after 39 distinguished years with the museum, paid tribute to Cleveland's bounty. "I never asked for money. I just told my story."



NEW WING of the museum, modern in style, adjoins left side and rear of main building. Built at cost of \$9 million, it doubles the size of the museum.



**WORDS** to the wise...

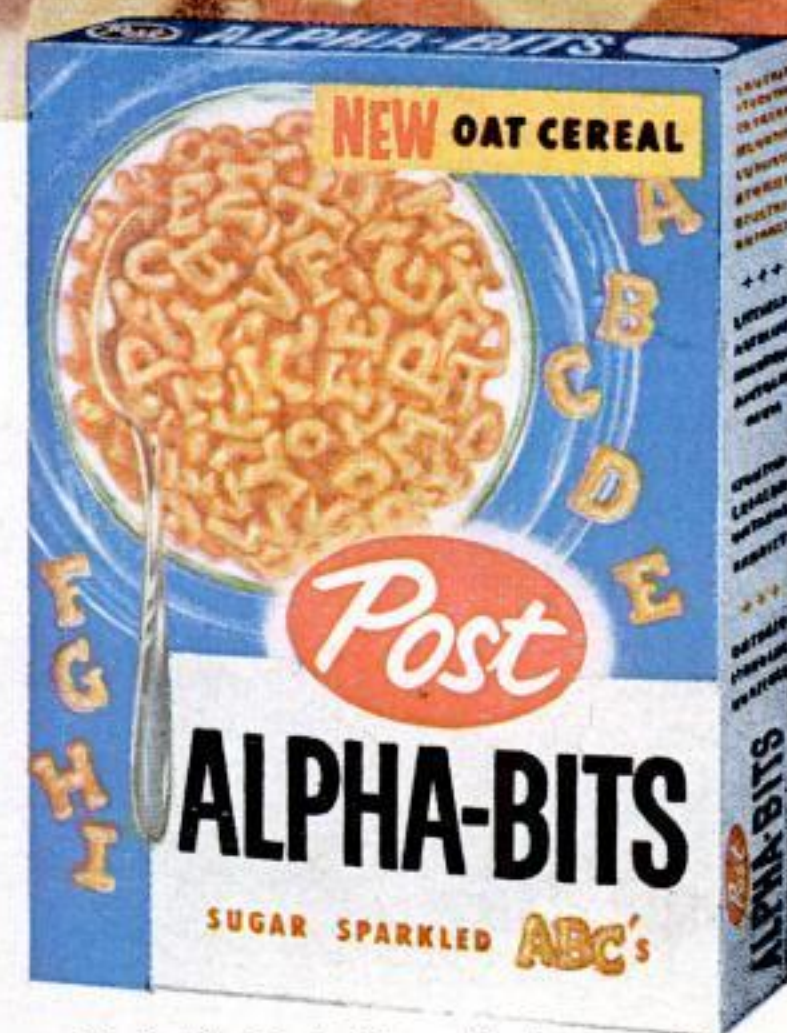


**Try Post Alpha-Bits... the nourishing new oat cereal your whole family will love!**

Word is getting around about the new cereal mothers love to serve and children love to eat. These crispy letters are made of oats to give you high quality cereal protein. Sparkled with just the right amount of sugar, too. They help provide quick energy and body-building nourishment everyone in the family needs.



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods



America's  
wonderful **crackers** are  
extra good when you

# Cheez Whiz 'em!

Hungry for a snack? Or—do you need a whole company tray? Just reach for several packages of your favorite crackers and your jar of Cheez Whiz.

With a quick swish of the knife you put tantalizing cheese goodness on crackers when you Cheez Whiz 'em. Keep a jar of Kraft's amazing pasteurized process cheese spread on hand for really great cheese 'n cracker snacks . . . and for dozens of other fast cheese treats, too.

**Spread it!** *for snacks*

**Heat it!** *for cheese sauce*

**Spoon it!** *on hot foods*







SCIENCE

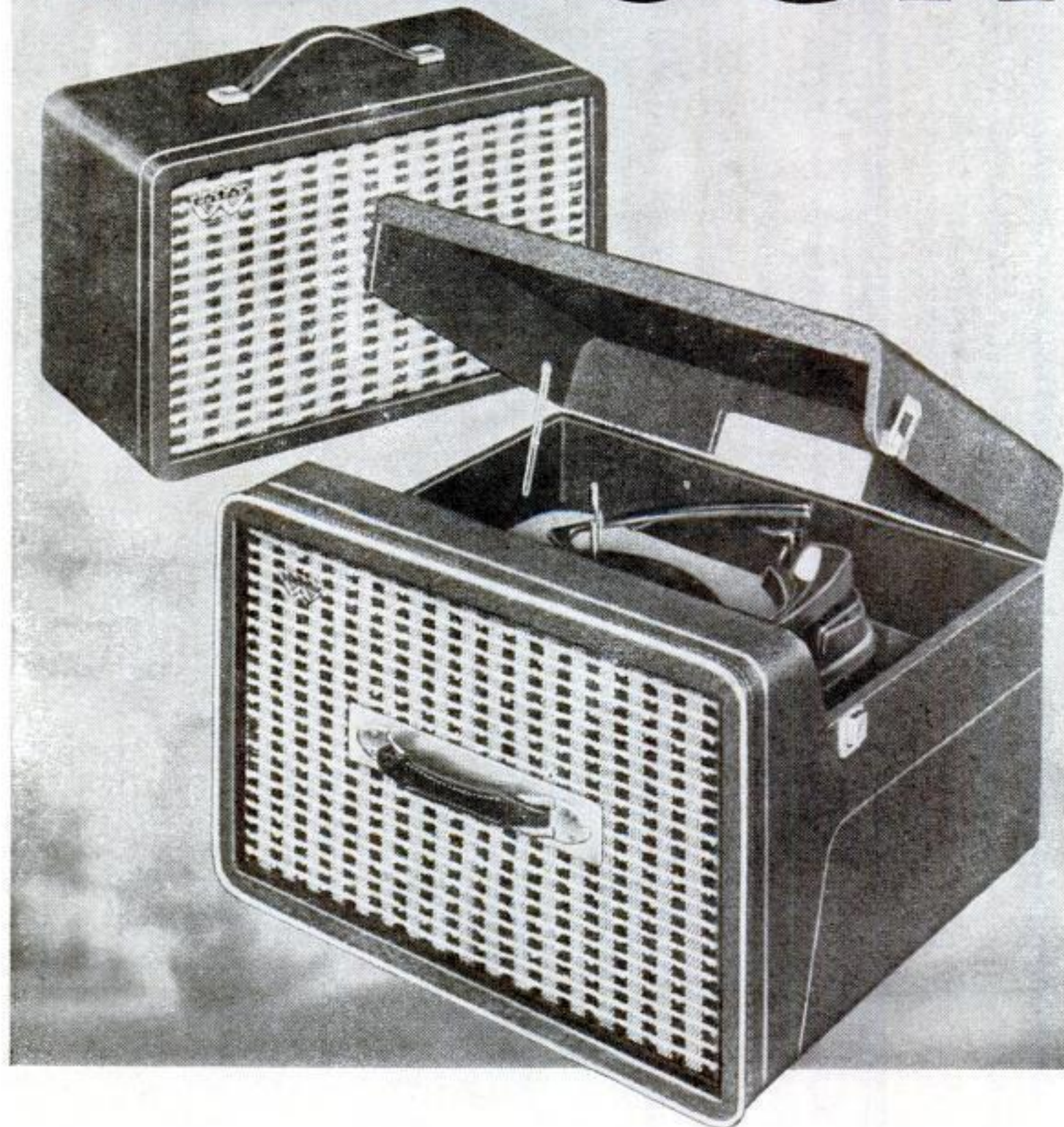
**FRECKLES:  
WHY DO  
THEY COME?**

FOR ANSWER, TURN PAGE

Copyright © 1994



# STEREO by WEBCOR

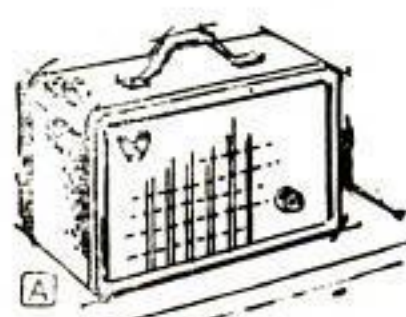


## Most wanted by your student—a new 1959 Webcor Stereo-Fidelity Portable!

Back to school with a marvelous new Webcor Stereofonic Portable. What a thrill for your student son or daughter! Because, when you give a Webcor, you give the *finest* reproduction . . . rich, full-dimensional tones from the highest highs to the lowest bass notes . . . only Webcor Stereofonic portables give you this live-presence realism.

All 1959 Webcor Stereofonic Fonografs have the new "Magic Mind" 4-speed Stereo-Diskchanger which plays 33 and 45 rpm records, either stereo or monaural, intermixed!

See and hear the new Webcor Fonografs and Tape Recorders at your dealer's soon!



**Stereo Mate V** (above). Matching second sound system. 2 big speakers—8-watt amplifier. \$49.95\*

\*Prices slightly higher West and Southwest



**Holiday Imperial Stereo-Fidelity Fonograf** (above). "Magic Mind" Stereo-Diskchanger—3 powerful speakers—wide-range amplifier. \$129.95\*

Why is stereo the most *natural* reproduction? Two microphones are used for recording stereo records, one at the left and one at the right of the orchestra. When a stereo record is played back, the

music comes from *two* separate speaker systems (A and B in the drawing). So when you hear a record played on a Webcor Stereofonic Fonograf, you hear music which has *natural* depth, form and direction!

**STEREO MUSIC SOUNDS BETTER ON A WEBCOR!**

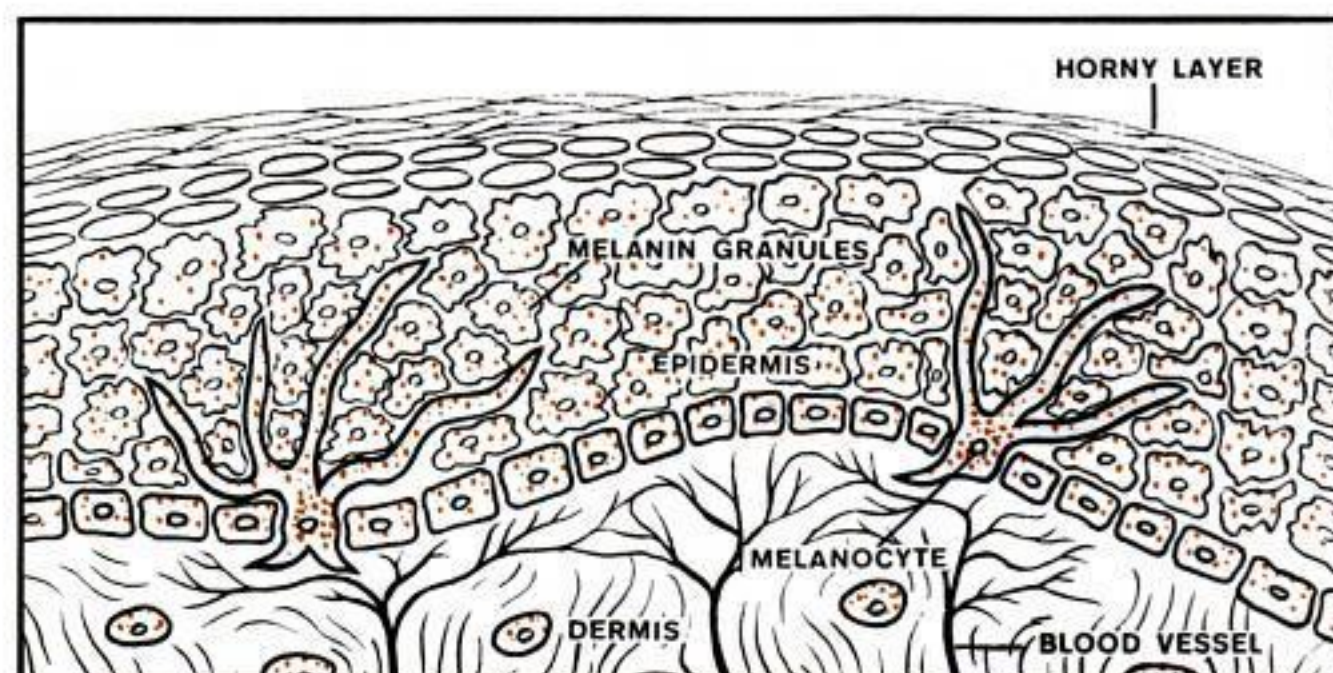
## FRECKLES CONTINUED

# THE SUN TAN HAS HOLES

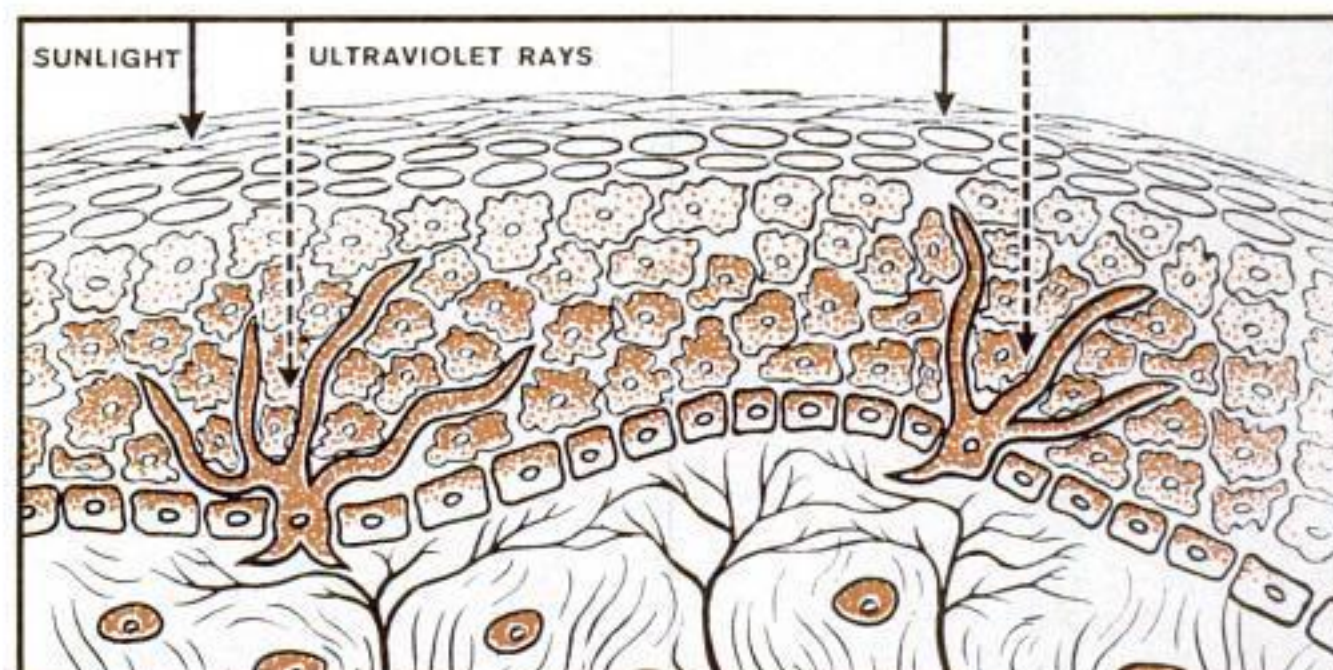
To Kenneth Lynch of New York, the 12-year-old on the preceding page, a freckle is just a freckle—an inevitable inconvenience of summertime that brings on a lot of dopey teasing. To doctors, however, Kenny has a fine crop of ephelides, resulting from malfunctioning melanocytes—in other words, an incomplete sun tan.

Normally the human skin protects itself from sunburn quite efficiently by producing (*below*) a brownish pigment called melanin that absorbs the ultraviolet rays in sunlight and keeps them from burning the skin. When melanin is produced evenly under the skin's outer, horny layer, the result is an even tan. But in some people the protective melanin is formed only in certain areas, not in others. This produces spots of tan or freckles, leaving, in between, areas that burn and hurt.

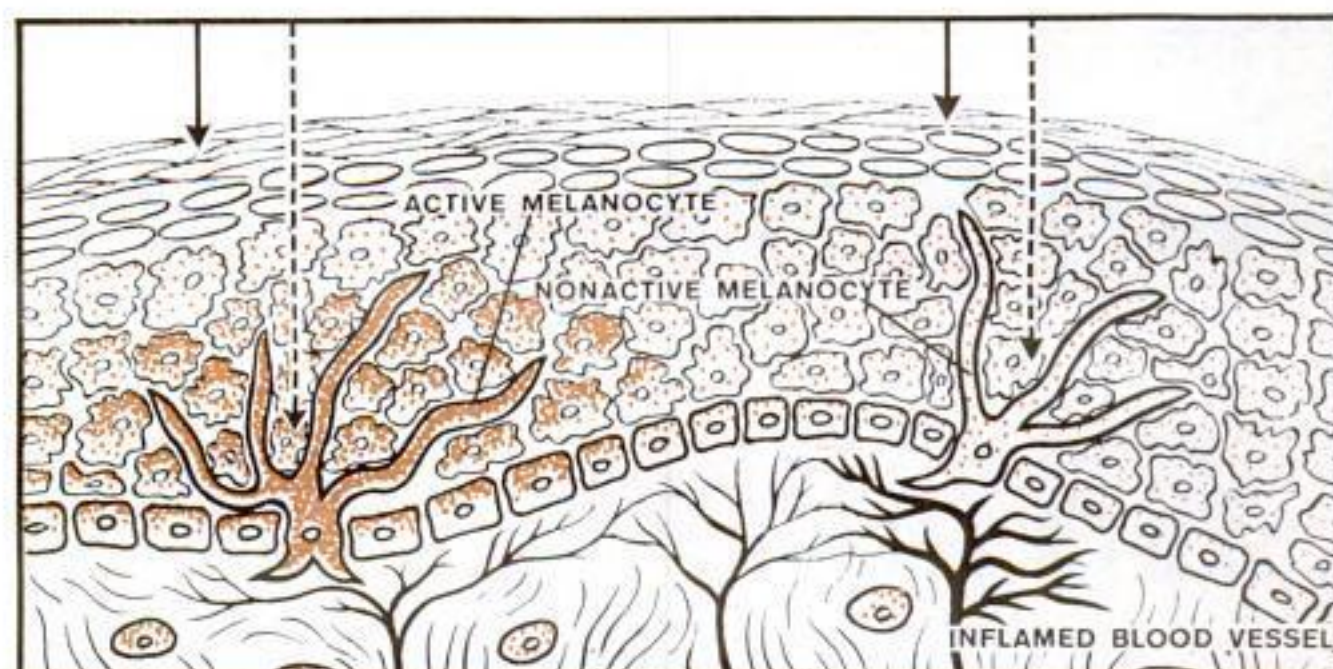
The inability to produce melanin evenly is genetic and inherited, the result of a gene linked to the gene for red hair—which is why most freckled people are redheads. Freckles generally appear first at the ages of 6 to 8. In most cases they diminish by the time the child has become adult. There are no truly effective "freckle-removers." Bleaches and methods of peeling off the freckles are temporary and often dangerous. Best way to control freckles is to wear a hat and cover the skin with clothing or cosmetics that screen out the sun.



**ORDINARY SKIN**, not exposed to sun, contains special cells (melanocytes) in lower epidermis which continually produce small amounts of melanin pigment. This gives a white skin a pale brown cast while blood vessels add pinkish cast, creating skin's color. Negroes produce much melanin, albinos none.



**SUNTANNED SKIN** under strong sunlight shields itself from burn by producing dark pigment evenly throughout epidermis. The sun's ultraviolet rays stimulate the melanocytes to convert a chemical which they contain into large amounts of melanin pigment, which is then spread through the skin.



**FRECKLED SKIN** is result of nonactive melanocytes. Melanocyte at left in diagram reacts normally to ultraviolet rays, produces melanin granules to form freckle. Other melanocyte (*right*) does not react to the rays. Skin around it is burned by ultraviolet rays which dilate blood vessels and redden the skin.





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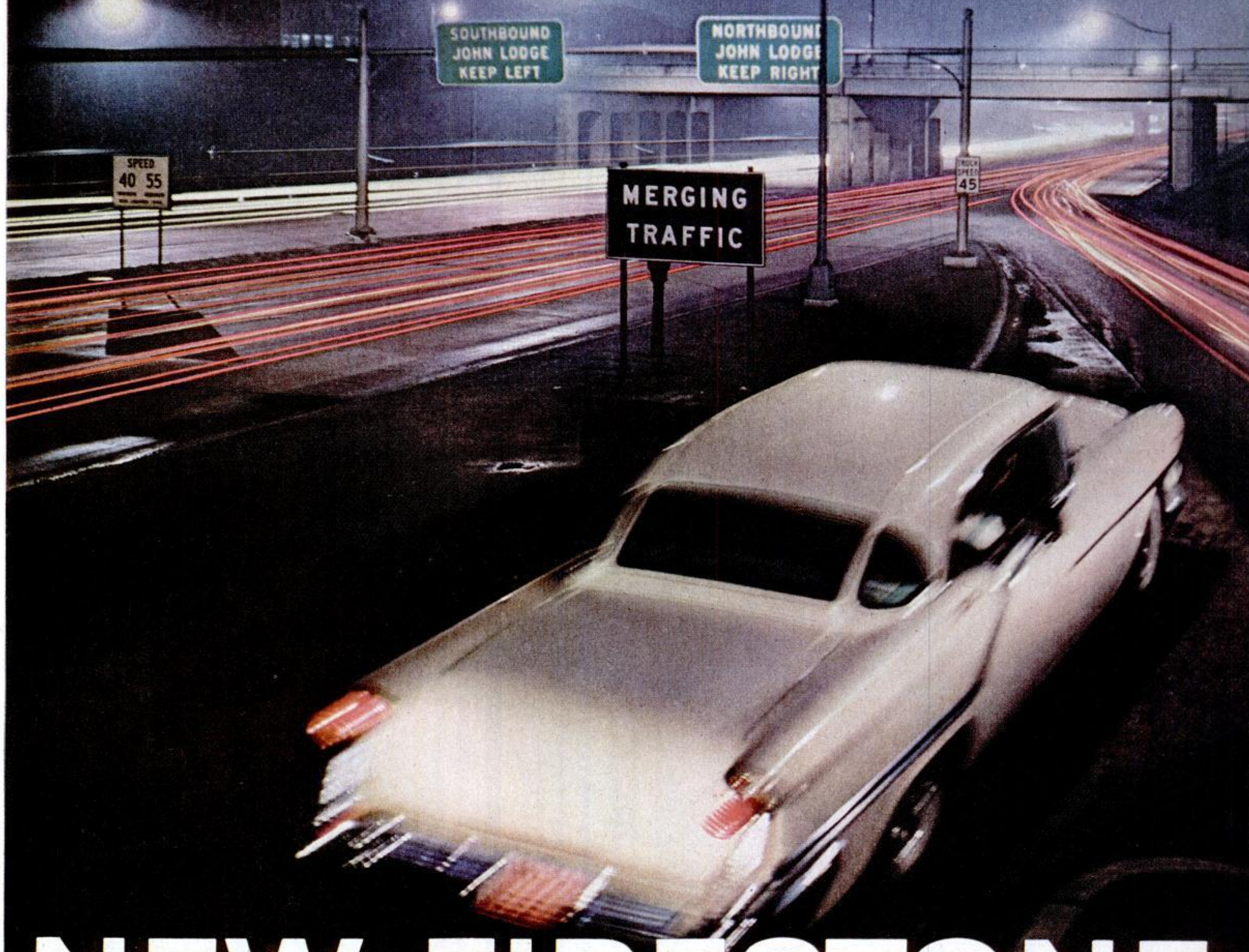
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its gentle caress . . . the feeling, the look of such pure luxury. Yet what practicality these American-made wool beauties give you! No other sweater but wool stays so magnificent after seasons of washing or cleaning!

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Sponsored by American Sheep Producers Council

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Wool sweaters resist sagging and stretching.

Look for the 100% wool label.



nothing measures up to

# Wool



# Haunting Recollections of Life with a Genius



AGNES and Eugene O'Neill sat for picture by Edward Steichen in New York in 1926.

*"I remember we had just had some argument when this picture was taken and we were both rather tense. I had on*

*a very expensive dress which I didn't quite like that day, one of those blue things. Gene seemed to be worried. He had got involved in producing plays and it was taking hold of him and doing something to him I didn't like."*

In 1919 Gene and Agnes stood before old Coast Guard station on tip of Cape Cod where he worked summers.

*"All our summers at Peaked Hill were happy. It was a time of harmony and work. Gene lived life as he wanted it. He was always sad when it got too cold to stay."*

**W**HAT I want in a woman,' Gene told me 40 years ago, 'is a wife, a mistress, a mother and a valet.' "Gene" is the late Eugene O'Neill, America's foremost dramatist, and the woman who tried for a decade to fill the four roles was his second wife, Agnes Boulton.

Miss Boulton, the adventurous daughter of a well-to-do Philadelphia family, had met fiery-eyed young O'Neill in 1917 in a Greenwich Village saloon called the Hell Hole. He was 29, she 24. They were married a few months afterward. The bitter-sweet early years of the marriage, O'Neill's wild bouts of alcoholism and his equally wild determination to write ("Gene wouldn't touch a drop while working"), the tales of his early years as sailor and gold prospector in Honduras, his attempt at suicide—all this is recalled by Miss Boulton in a rambling but highly sensitive memoir called *Part of a Long Story*, just published by Doubleday.

Largely unpublished to date are these pictures from Miss Boulton's collection. They were lent to LIFE to illustrate part of her story and its aftermath and are printed here with comments by Miss Boulton. The pictures have a strange, nostalgic quality, as haunting as Miss Boulton's recollections of the tortured man who wrote, self-descriptively, these lines for the hero of his posthumous *Long Day's Journey*: "It was a great mistake, my being born a man. I would have been much more successful as a sea gull or fish."







AFTERNOON tea on the beach beyond Provincetown was photographed in 1922 when Shane, their first child, was almost 3. O'Neill had already won Pulitzer prize for *Beyond the Horizon*.

"Gene worked from 10 a.m. till 2 in the afternoon, and after exercise, we often had tea outside. There's the pretty Cantonese china we inherited from the previous tenant, Mabel Dodge."



EXUBERANT race up beach, after finishing any job, was an O'Neill habit. Here he has just completed *The Emperor Jones*, 1920.

"Gene stretched his arms high, threw back his head and gave a cry of joy —of triumph and relief. I was to get to know that cry well."

IN 1927 O'Neills bought Spithead, an estate in Bermuda, remodeled it. Cottage on estate was bought by Noel Coward.

"As a successful playwright Gene liked luxury. But he worried about money and didn't think his new play, *Strange Interlude*, would be a hit."

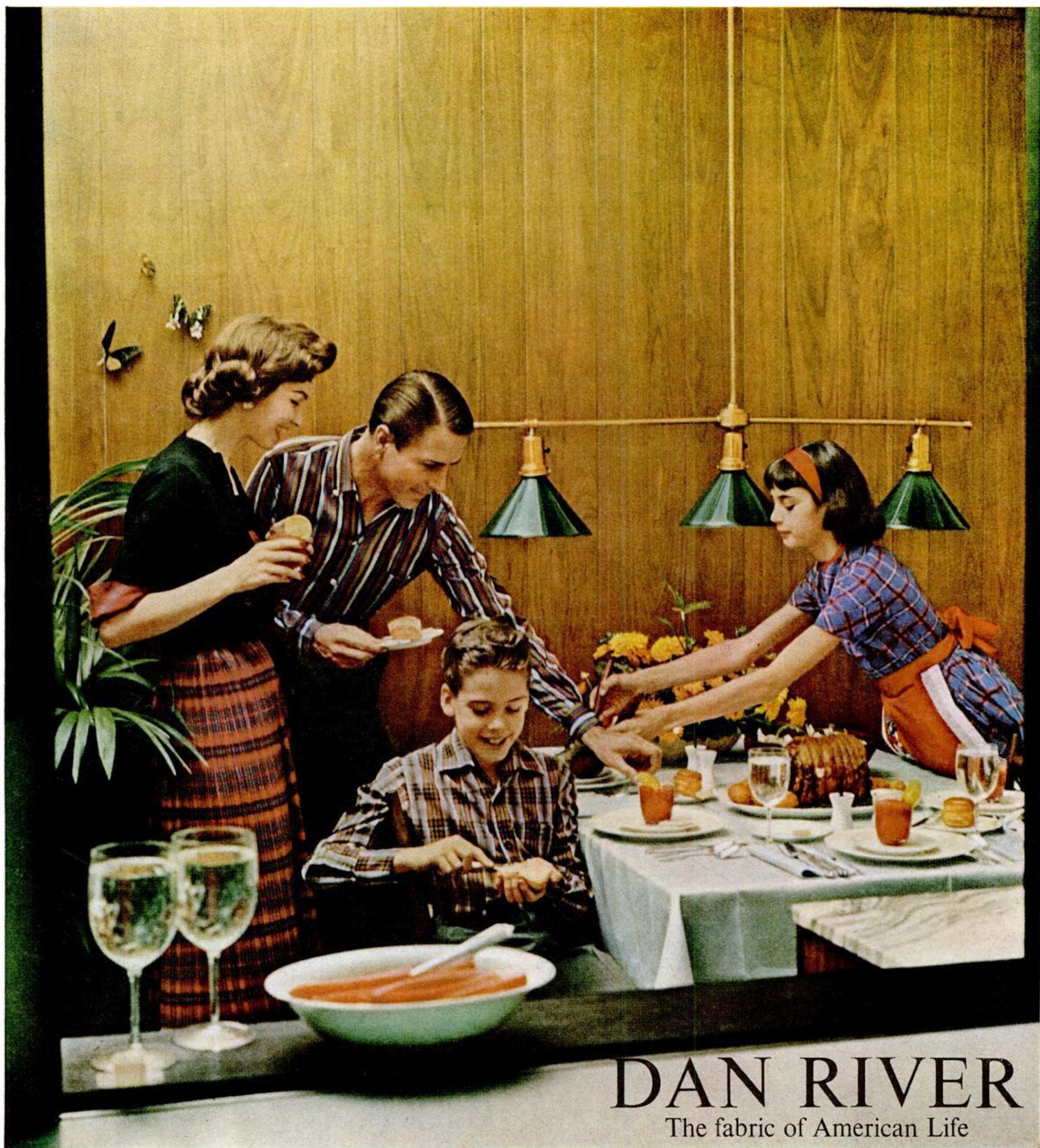




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almost as many people to Europe as the next 2 airlines combined**



## Dedicated writer's ill-starred sons

**O**'NEILL hated time-wasting distractions—like raising children, whom he liked to see only when they did not interfere with his work. This single-mindedness resulted in phenomenal artistic achievement for him but tragedy for his sons. Eugene Jr., a son by his first wife, became a Greek scholar, committed suicide in 1950. Shane, whom his father doted on as a baby, was disinherited in 1952. He drifted aimlessly from job to job, is now helping write a book, *Curse of the Misbegotten*, a tale of the house of O'Neill.



In 1923, Eugene Jr., who spent two weeks with his father every summer, sat with him and Margery Stevens, Agnes' sister, on the Cape beach. Agnes says of him:

"I first met Gene Jr. when he was 11 and came to New York when Anna Christie was in rehearsal. We didn't feel strange at all. Gene didn't tell me he had a son until three months after we were married. He didn't think it important."



In 1955, on Jersey beach not far from Boulton house where O'Neill wrote *The Straw*, Shane had picture taken with his wife and their children. Miss Boulton says:

"Shane was a great delight to me and also to his father—when he was with him. I think Gene was a little in awe of him as a baby but later grew very fond of him. I don't think he wanted his children to perpetuate him. Just the opposite."

CONTINUED

# NEW INFORMATION

you should have about  
boilers and hot water heat  
*before you buy, build or remodel*

Many people simply take their heating systems for granted. Yet there is hardly another facility in a home so important to family health and comfort.

If your present system is drafty, noisy, expensive to maintain—or if you're buying a home—it will pay you to look into a *Hydronic System*. (The science of heating and cooling with water.) Example: Crane's famous Sunnyday Boilers and Sunnybase Radiation.

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Sunnybase panels take the place of registers, grilles, and radiators. They can be painted the same color as the wall, give complete freedom in placing rugs and furniture. And the heat is so quiet, you don't even know it's on.

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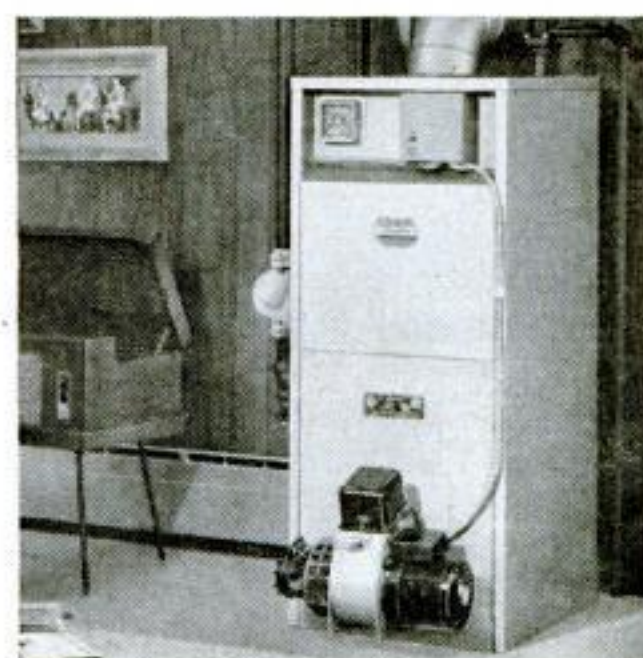
Sunnyday residential hot water boilers give you long-term protection, too—a written

20-year guarantee against failure of the boiler sections!

**What about air conditioning?**

No problem at all with a Crane Hydronic System. Crane has a low-cost cooling system with insulated ducts that can be quickly installed in attic, basement, or crawl space. Since it operates independently of the heating system, it is designed to do the most efficient job of providing cool, fresh, filtered air all summer.

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*Crane Sunnyday Seven*—a brand-new oil-fired boiler with a combination of features never offered before, among them special heat-saving flues, more compact design, and a written 20-year guarantee on boiler sections.

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Also see the famous ROCKET at \$5.25, with polished octagon head — it's the carpenters' favorite.

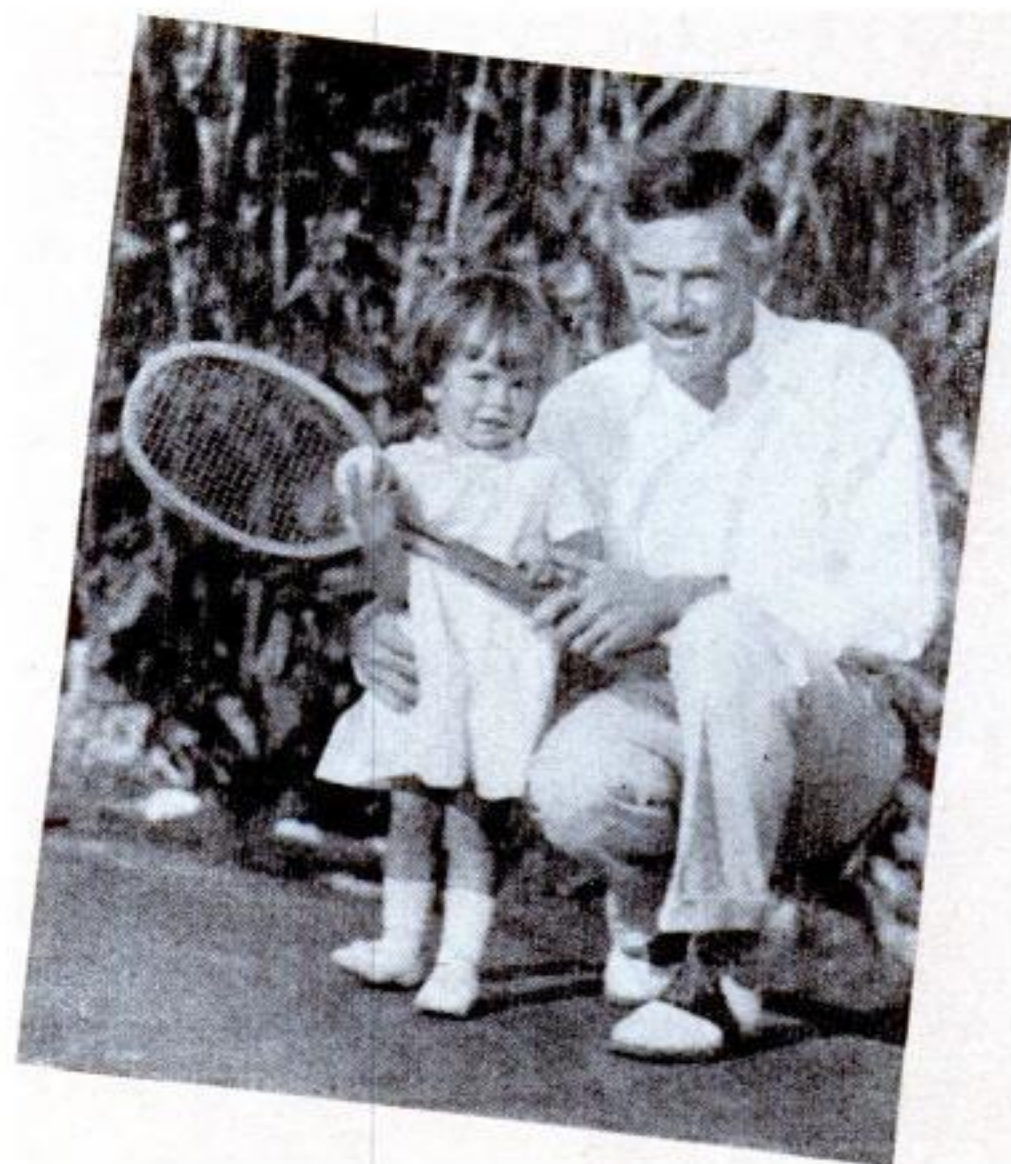
**TRUE TEMPER**  
THE RIGHT TOOL FOR THE RIGHT JOB

## A rejected daughter's happy life

**I**N 1925 Oona O'Neill was born in Bermuda. By this time her father was an important man, the author of 20 plays including such classics as *The Hairy Ape*, *Desire under the Elms*, and *Anna Christie* and already winner of two of his four Pulitzer awards.

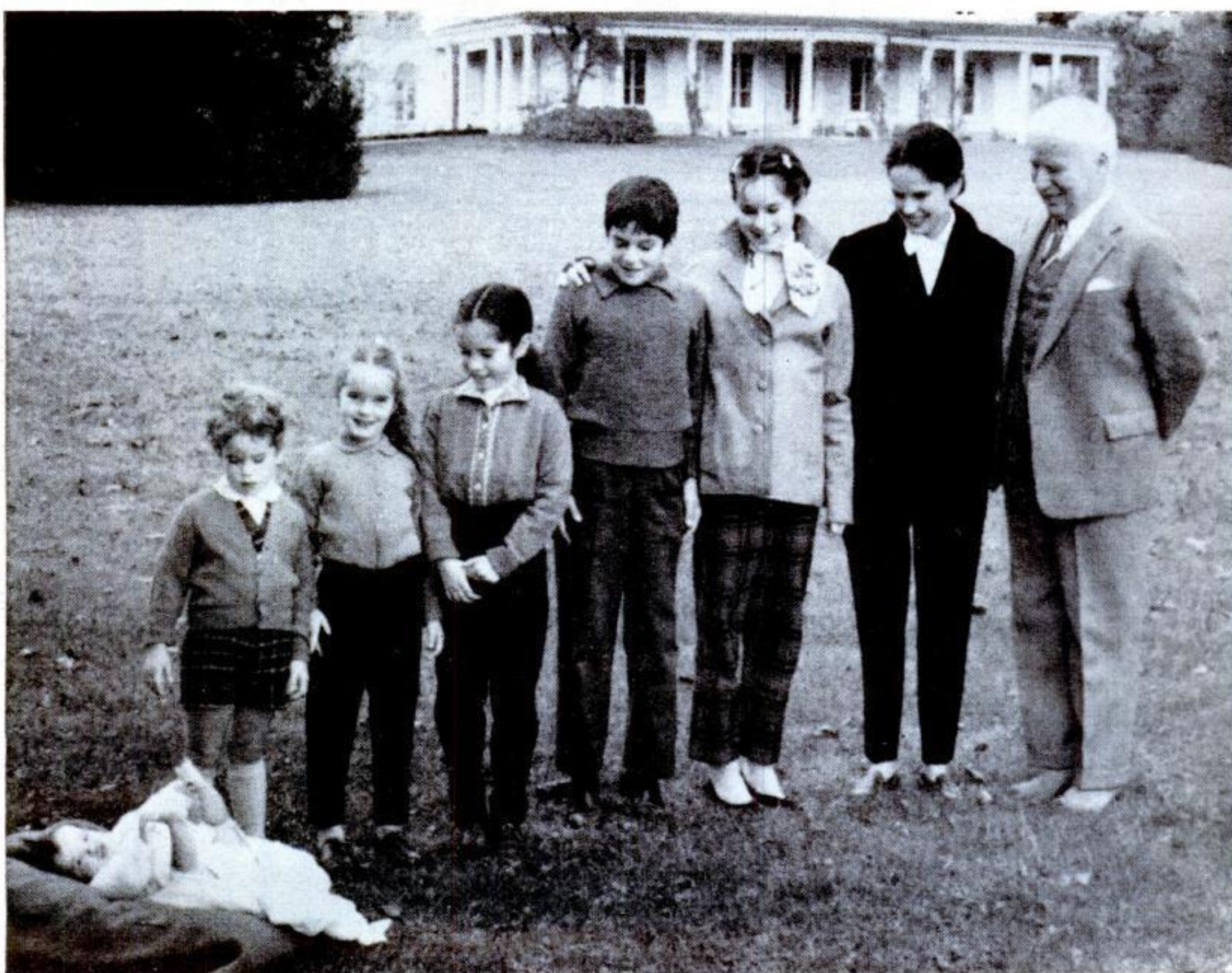
He was also a changed man. He had stopped drinking completely. He was rich but, unlike the days when he and Agnes lived happily on \$25 a week, he worried about money. In 1929 he was divorced by Miss Boulton and saw Oona only a few times before his death in 1953.

As their mother recalls, "Oona started getting publicity as a famous debutante. When she wanted to go into the theater Gene cooled toward her. When she married Charlie Chaplin in 1943 he broke with her completely. At the time I asked her if she realized what she was letting herself in for marrying a man three times her age and she told me, 'Mother, I'll never love another man.' She meant it. She's made a great success of her marriage. One has a sense of harmony about it. And perhaps her love for an older man developed because she missed growing up with a father."



In 1927 Oona is cuddled by graying but still athletic father on tennis court in Bermuda.

"Oona adored Gene. They were very companionable. She visited him once in California when she was 14 but never saw him again after her marriage to Chaplin, although I know she made one or two attempts. He felt she was trading on his name."



1957 Christmas card sent by Chaplins to Miss Boulton shows whole family on lawn of estate in Switzerland, including new baby, Jean-Cecile, Eugene, 5, Victoria, 7, Josephine, 9, Michael, 12, Geraldine, 14, Oona and Chaplin. Born in Bermuda, she had dual nationality, later chose British citizenship.

"Oona has great tact and common sense. She loves Charlie and adores the kids. He seems to be a wonderful husband and father. My present husband, Mac Kaufman, and I have planned to see them but the book has constantly postponed our visit."





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# Youngest Mr. and Mrs. TV Team



IN SHOW THEY DO A TAKE-OFF ON MOTHI-EATEN NOBILITY

## EYDIE AND STEVE SING A SUMMERY LOVE DUET

When Eydie Gormé says, "This is the best summer I've ever had," she has two good reasons. For one, this is her first summer as the wife of her singing partner, Steve Lawrence. And as a successful summer replacement for NBC-TV's *Steve Allen Show*, the newlyweds are the youngest husband-and-wife team ever to head their own TV show.

Both Steve and Eydie were born in New York. Steve, 23, is a cantor's son who first sang in a synagogue. Eydie, 25, whose parents are Turkish, began as soloist with school bands. They both joined Allen's *Tonight* show five years ago, and each made a splash in nightclubs and on records before going on, matrimonially speaking, as a duet. Eydie's finger-snapping vitality fits well with Steve's easygoing style. But the best thing about their program is the contagious excitement of two young singers who are in love with show business and each other.

**CLOWNING AFTER BREAKFAST** at home in New York, Steve grabs Eydie as she almost topples from giggling.



CONTINUED



# FIX-IT TIPS

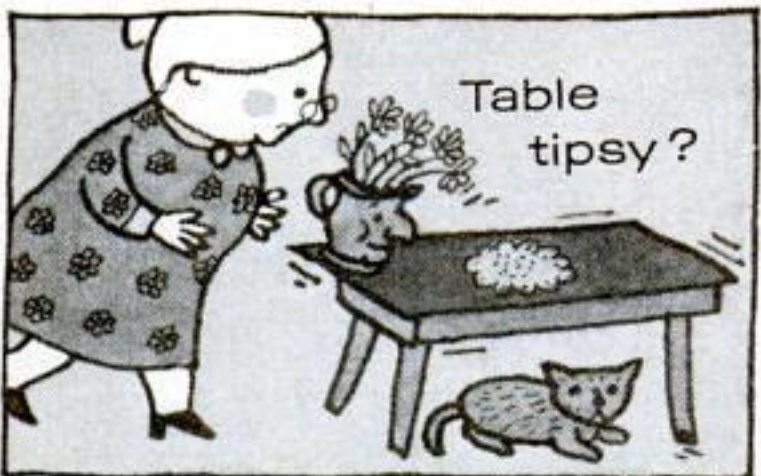
## with "Plastic Wood"



**Fix it** with hard-holding Plastic Wood. Handles like putty. Hardens into wood. Can be sanded, stained, or painted.



**Fill it** with Plastic Wood. It *shrinks less* than any other wood filler you can buy—and it finishes to perfection.



**Steady it** with a daub of Plastic Wood under the short leg. Dries quickly. Holds tightly to make a permanent repair.



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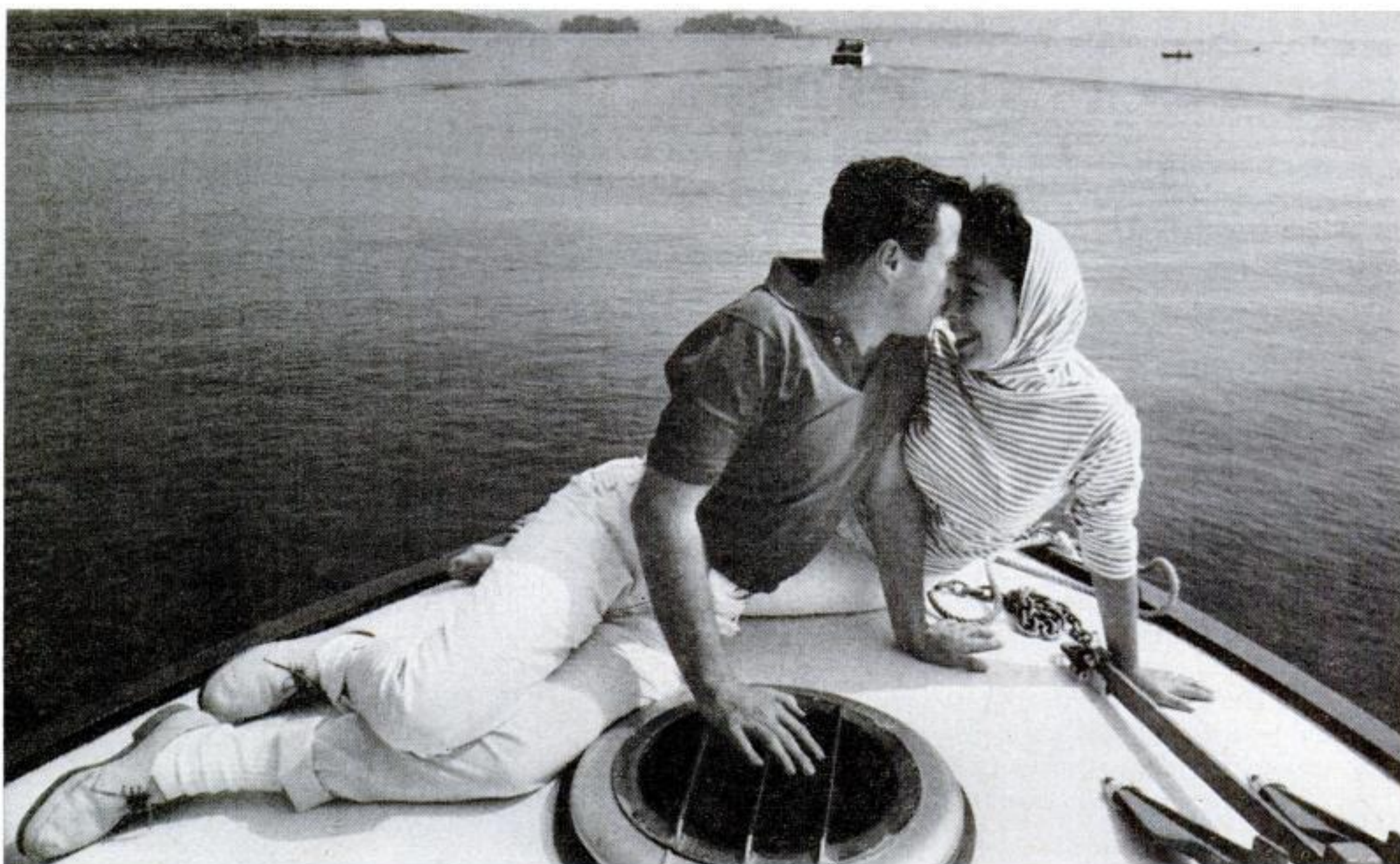
1. HOLDS HARDER
2. MORE UNIFORM FINISH
3. TAKES STAIN BETTER



EYDIE AND STEVE  
CONTINUED

**SPLASHY BALL GOWN** sprinkled with gold flowers, which she wears in TV show, is held up to mirror by

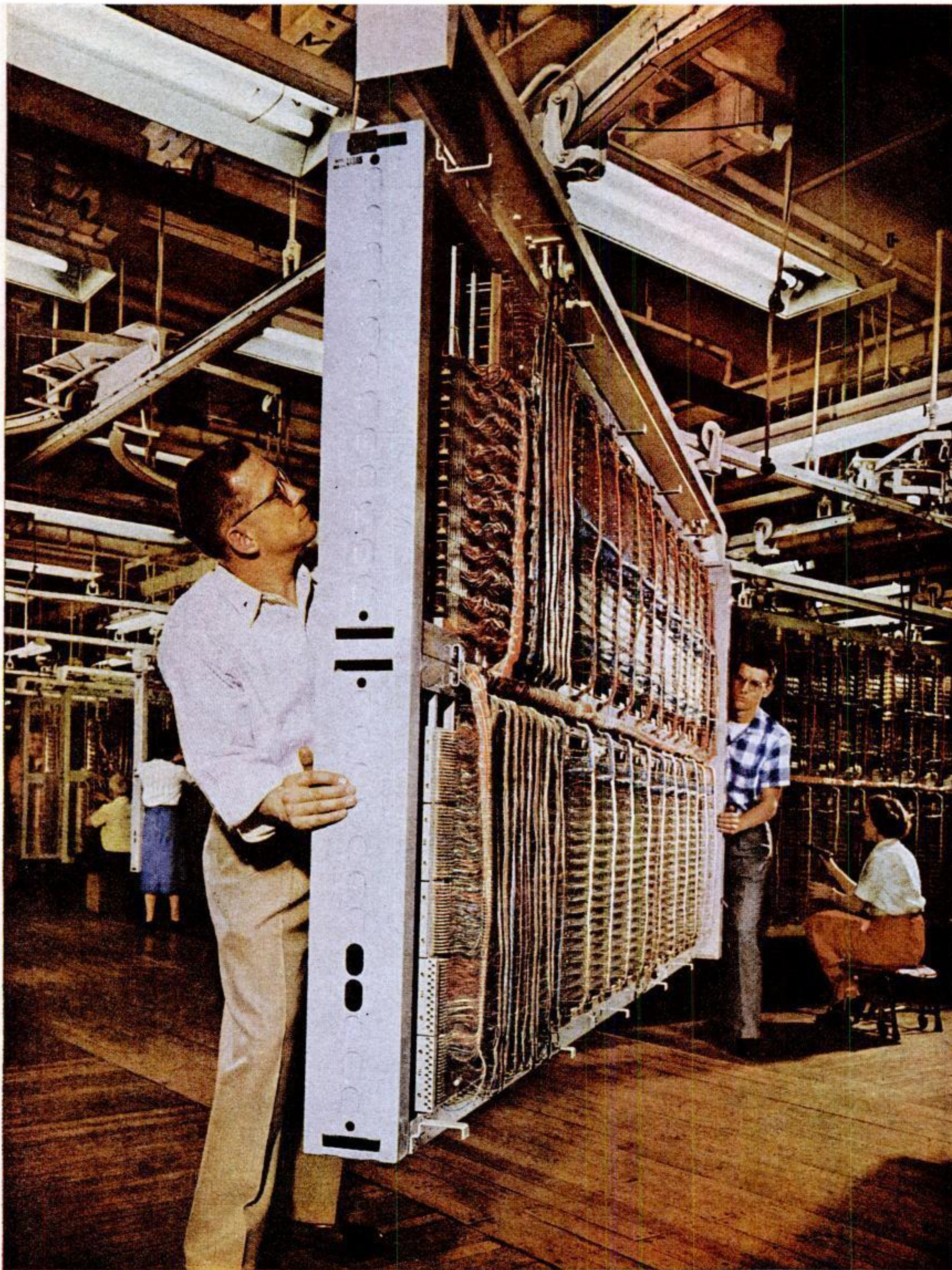
Eydie and Designer Larry Martino. Eydie pays for all her dresses—about four for each show—out of her salary.



**NUZZLING NEWLYWEDS**, who get one day off each week from rehearsing, cruise on a friend's boat on Long

Island Sound. But even here they talk shop, for, as Steve declares, "Ideas just crop up in the unlikely places."





## MAKING SHORT WORK OF LONG DISTANCE

Many Bell telephone users today can dial directly across the country as easily and quickly as they can across the street . . . because of central office switching equipment made by Western Electric for direct distance dialing.

This new equipment is constantly being added to the present network toward the end that all Bell telephone users can one day

enjoy this faster, more convenient service.

Making telephone equipment needed to provide you with continually improving, more satisfactory service . . . that's Western Electric's key job as part of the Bell Telephone System.



**Western Electric** manufacturing and supply unit of the Bell System



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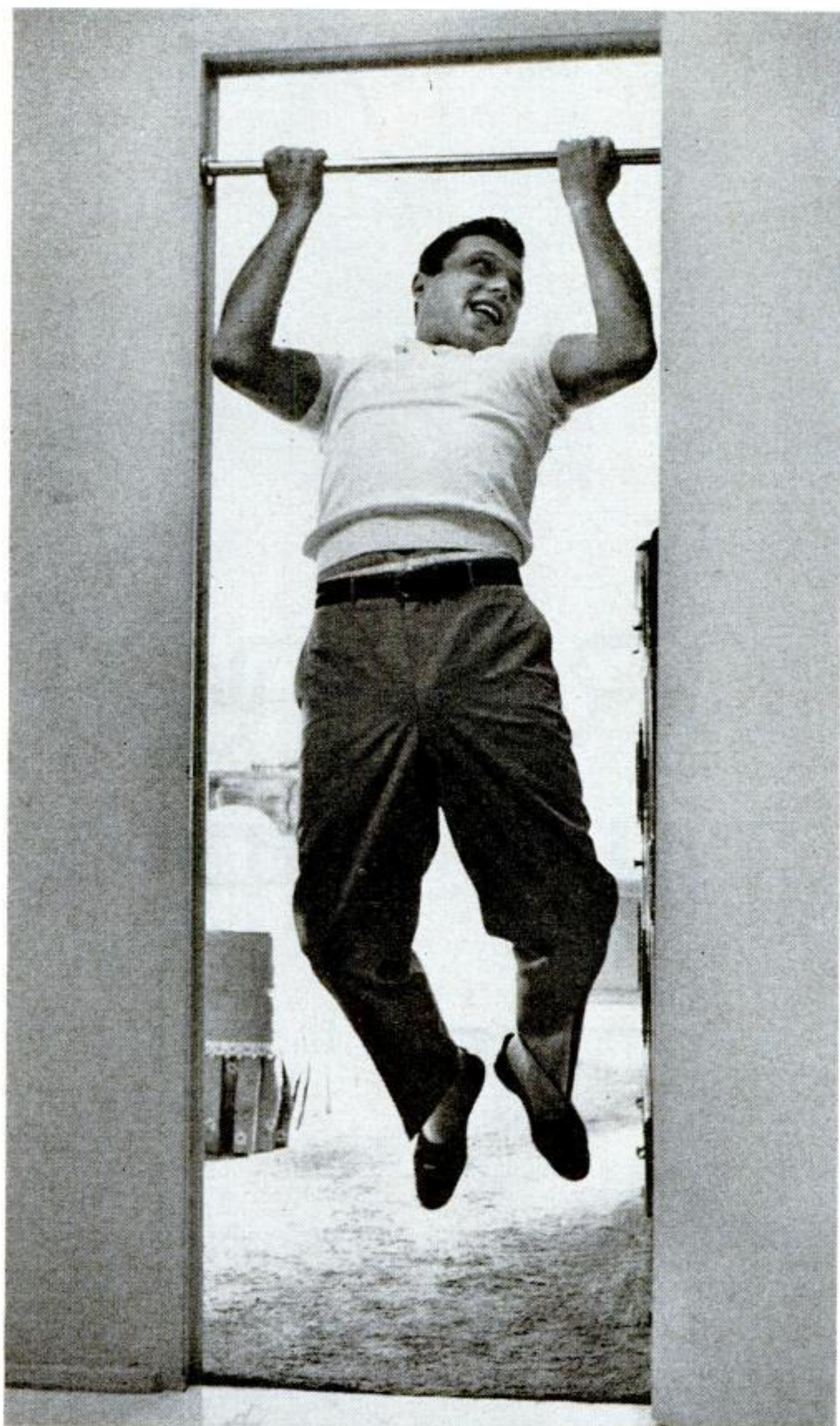
in  
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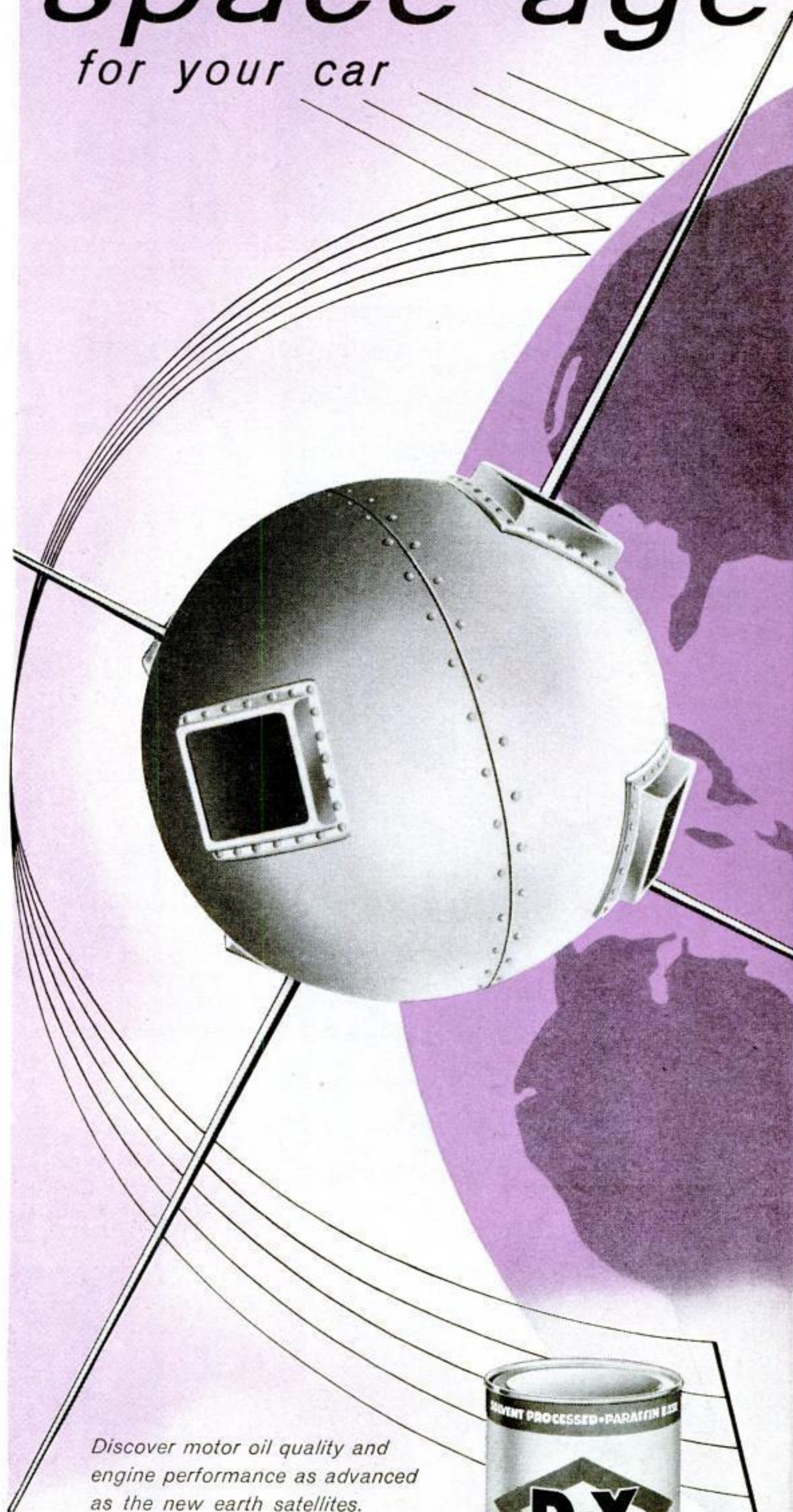


**ENERGETIC STEVE** strengthens his arms and back muscles by doing exercises every morning on a bar he rigged up in the doorway of his bedroom.



**EMOTIONAL EYDIE**, who occasionally has black moods, is cheered up by her husband during a final TV dress rehearsal while Larry Martino looks on.

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Tulsa, Oklahoma ©1958





**IN SCHOOL FOR HOSTESSES** near Dallas, American Airlines trainee Christy Wood reassures sister student Jackie Braden, who plays role of nervous woman



on first flight. At left, passenger complains engine is on fire; stewardess tells her (center) engines often smoke on take-off, then comforts her by giving her a pillow.



**BLIND WOMAN**, Sue James, is shown air blower by Claire Lavey. Carol Mazuzan is seeing-eye dog.

# GLAMOR GIRLS OF THE AIR

For lucky ones being hostess is the mostest

The rather odd education that the girls on this page are getting is preparing them for one of the most coveted careers open to young American women today. They all want to be airline stewardesses and here are coping with situations that will face them if they make the grade. The job they want does not pay extraordinarily well, only \$255 to \$355 a month. The life is irregular and the opportunities for promotion are small. But the chance to fly, to see the world (*opposite page*) and meet all sorts of interesting people—mostly the kind of men who can afford to travel by plane—gives the job real glamor. And the dawning age of jet transport, in which the stewardesses and their planes will go a lot farther and faster, gives it new excitement.

U.S. airlines employ 8,200 stewardesses. The positions are so eagerly sought that only

three to five of every hundred girls who apply to major airlines are taken. To qualify, a girl should be between 21 and 26 years old, unmarried, reasonably pretty and slender, especially around the hips, which will be at eye level for the passengers. She should have been to high school, be poised and tactful, have a good disposition and a pleasant speaking voice.

To learn to be a stewardess she goes to a special school for about six weeks. Despite the glamor and the excitement of their work most of the hostesses resign after only about two years, which means that half of their total number in the U.S. has to be replaced every year. The girls do not quit because their jobs pall on them but because, being so attractive, they soon get proposals of marriage. Sometimes their husbands are pilots or passengers. But mostly they marry men they knew back home.



**TRIO OF SITUATIONS** frequently encountered by stewardesses is enacted by students. At left, hostess helps new mother by fluffing pillow for her baby. In



center, when celebrity asserts her importance, stewardess shows respect. At right, a pair of youngsters flying without their parents are solaced with toys by hostess.





觀相手相合





# BEAUTIES FROM 53 AIRLINES THAT TOUCH DOWN IN THE U.S.

The symmetrical symposium of international beauty gathered below would have been ungatherable a generation ago. These girls represent 53 of the some 60 airlines now serving the U.S. Of the girls, 23 work for foreign airlines, the rest for U.S. carriers. Although they



NOREEN SMYTH Trans Canada	EILEEN DAY BOAC	MARTY KLINGENSMITH Lake Central	CELIA FALCON Trans Caribbean	PAULA STRIBLING Southern	DIANA BULLOCH Central
RITA MUELLER Lufthansa	BILLIE BOYD Continental	CORRINE FINK Allegheny	COLETTE DURANTHON Air France	HELEN JONES Pan American World	JOAN ROBERTS Frontier
TILLY KOSTERMANS KLM	MICHELINE RIKIR Sabena	RITA HERZOG Swissair	VIOLETTE KRAUSS Alitalia	MARY LOU ROGNAS Capital	ROSA GARCA Guest Aerovias Mexico
JANICE UNDERWOOD American	ANGELA MCCARTHY Irish Airlines	MARY MIDDLETON Eagle Airways	LOIS MURRAY Northeast	BETTY YUHAS TWA	YOKO MAYUZUMI Japan Air Lines
					GERI WIERSKE Northwest



are alike in their youthful vitality, they come from such dissimilar places as Tokyo, Tacoma and Tel Aviv, wear everything from parkas to shorts and, among them, speak at least 16 languages.

Like the Americans, the foreign girls are mostly in their 20s and

are cast in the same slim, trim mold. They earn less than Americans, fly more widely and stay on the job longer before they marry. The girls below and their airlines are identified at bottom with the top row of names matching the top row of girls and so on down.



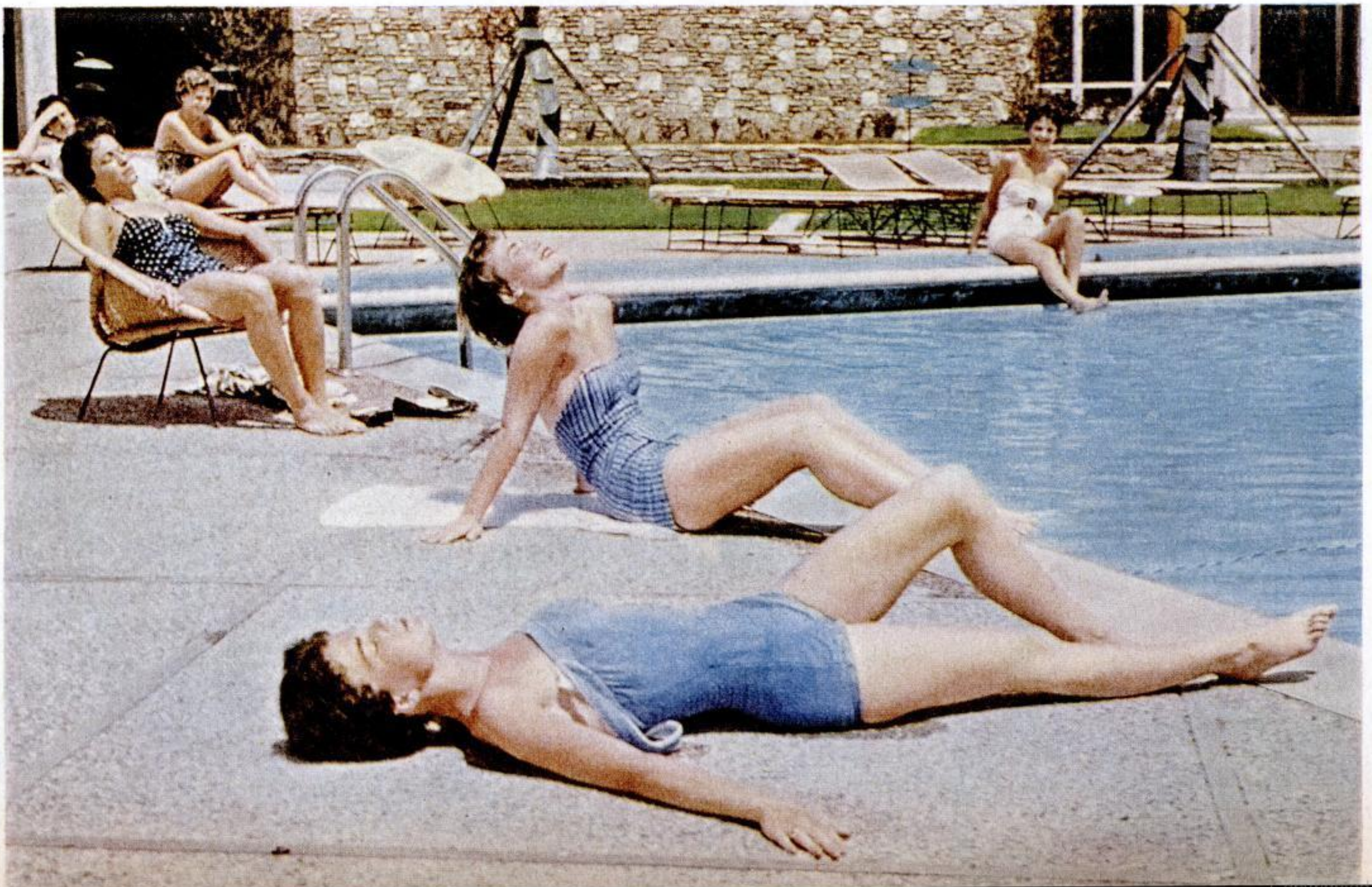
CARMEN LYDIA RODRIGUEZ Caribair	HELEN BAILEY Bonanza	ERNA HJALTALIN Icelandic	WENDY PILBEAM Varig	HELEN BEARD Ozark	ANNE HULSEY Eastern	
BIRGITTA LINDMAN SAS	EYBE BROCKDORFF Avianca	JOANNE MCGANDY North Central	JOAN McCLURE National	JUANITA MUSTY Western	SHARON JENKINS West Coast	JANA HART Pacific Northern
MERCEDES JIMENEZ Iberia	ILA HAREL El Al Israel	MARY LYNN Flying Tiger	MARGARET COHAN Qantas	ELISA VILLARREAL Aeronaes de Mexico	HELEN WITTWER Mohawk	SYLVIA TORRES Cubana
MARY MOORE Delta	SALLY JO LEE Alaska Airlines	KATHRYN PEDERSEN Wien Alaska	MARGE ESTES Northern Consolidated	ANNETTE MOORE Branniff	RUBY McGEE Trans Texas	NANCY BOESEKE United





**COURSE IN SLIMMING** is part of curriculum at American Airlines' luxurious college for stewardesses near Dallas. Here trainees roll away excess hippage.

**SESSION IN THE SUN** beside pool at American school gives trainees a chance to relax and tan. From front are Marion Connors, Judi Curtiss and Pat Greenwood.



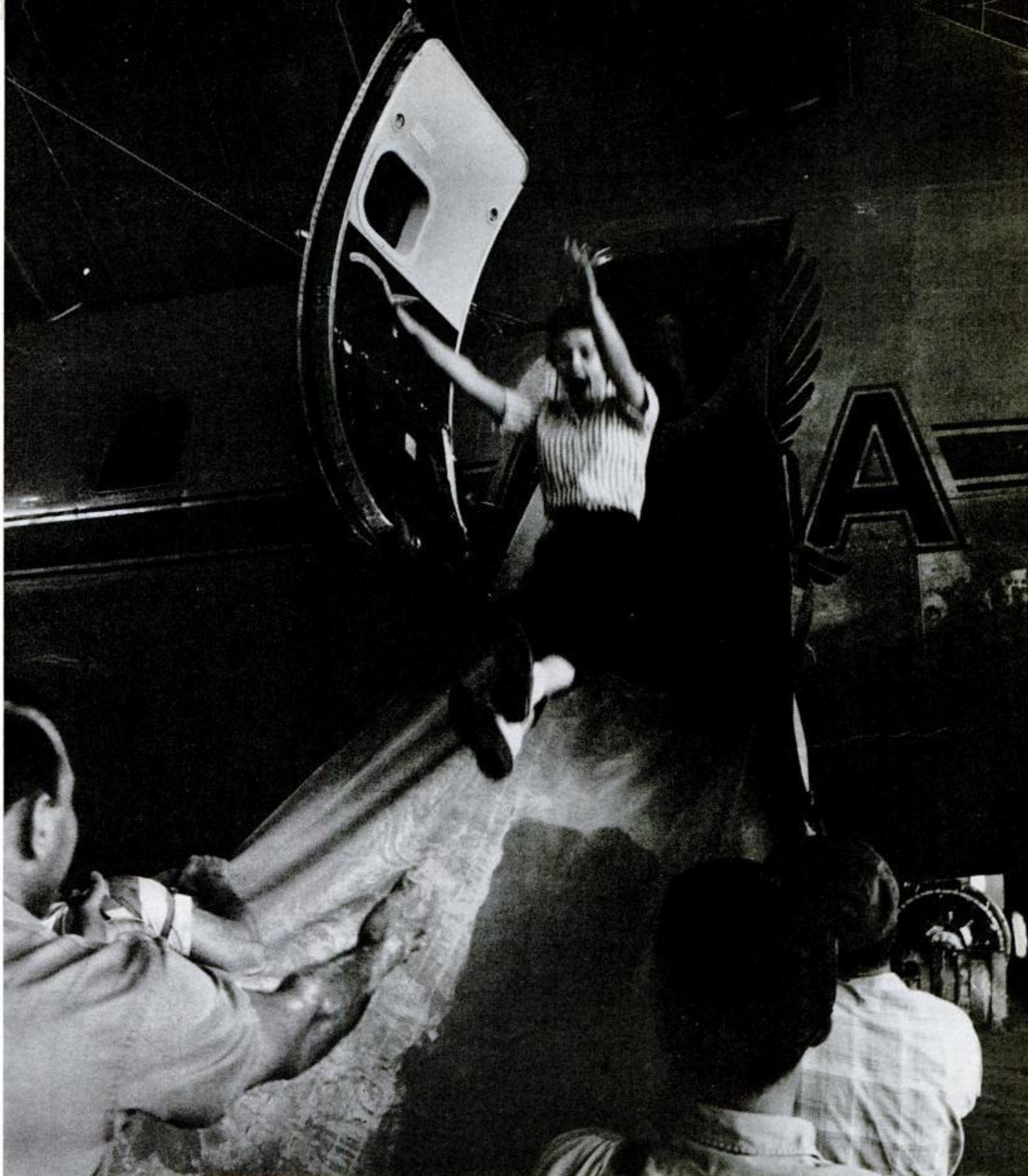


# 8,000 MEALS AND 1,000 KIDS JUST AHEAD

To train their girls the major airlines maintain special schools. American's is a plush 21-acre layout between Dallas and Fort Worth where 500 girls are trained each year.

The first thing a girl does at school is to get to look like a stewardess. She has her hair cut to the company's standards of shortness (it must not come below the collar), takes quick courses in make-up (must be used sparingly) and in posture (walk erect, sit like a lady). Then she settles down to work studying aircraft familiarization, passenger service equipment and the psychology of serving passengers. This last is the most important course because a stewardess spends most of her time trying to make the passengers happy. At the end of five and a half weeks the girls put on their uniforms for the first time and march off to the graduation ceremony (*next page*) where they are awarded their wings. Then, without taking time out to rest, they fly off to their new careers, most of them going to work at stations they have selected themselves.

By this time a stewardess has acquired a variety of skills—how to warm a baby's bottle, how to interpret a complicated weather forecast to passengers, how to get out of a plane in an emergency. In her brief career the average hostess will be in the air some 1,900 hours and on duty on the ground another 1,100. She will help 15,000 passengers, play with 1,000 children, serve nearly 8,000 meals, make 3,500 take-offs and landings, fly 600,000 miles, most of it over terrain that she is too busy to look at.



**EMERGENCY EXIT** from plane is practiced by Louise Becker who leaps down canvas slide at Fort

Worth's airport. Slide is dusted with chalk to make it slippery. Louise made perfect seat-first landing.



**WISTFUL UNDERGRADS** who still have four weeks to go peer out of the glass entrance doors at American's school for stewardesses to get a good look at the



members of a graduating class who are departing for their first assignments. The school has three classes going at the same time, with 40 girls to a class.





**GRADUATING CLASS** with brand-new uniforms marches to American's commencement ceremony.

Better than 90% of the girls who start school become stewardesses. Pay begins on day of graduation.



**WEARING WINGS**, new stewardess Barbara Cline, is congratulated by Millie Alford, head of school.



**NOISY FAREWELL** for new stewardesses takes place at Fort Worth's Amon Carter airport as girls await plane that will take them to their new careers. The

group that is shown here will go to New York to work out of LaGuardia, Idlewild and Newark airports. They will travel over the U.S., Canada and Mexico.





**CAVORTING IN CALIFORNIA** between flights, United stewardesses Dorothy Jordan, Jill Weinhart and Barbara Scherer splash in the surf at Hermosa Beach.

**MEANDERING IN MANHATTAN**, SAS girls Bente Møller, Copenhagen, Birgitta Lindman, Stockholm, Berit Poulsen, Oslo eye a hansom near Central Park.







IN SAN JUAN, one of Eastern Air Lines' regular stops, Stewardesses Sue Pritchard (*left*) and Jane Stewart try their Spanish (rudimentary) on a young Puerto Rican girl during a stroll through the city.

IN SAN FRANCISCO kimono-clad girls from Japan Air Lines pad through Union Square. Hisako Mihama (*left*) and Akiko Takano are between flights. Kathy Asano (*right*) is a ground hostess in the city. →











# Most thrilling of all pie fillings —new Jell-O Chiffon

**Make it in 4 minutes.** All you do is add water and sugar to Lemon Jell-O Chiffon Pie Filling. And beat.

**No cooking!** No mistakes possible. Thousands of tests in the General Foods Kitchens prove

you can't make a mistake if you try!

**Costs pennies!** At your grocer's now. Enjoy Jell-O Chiffon Pie in all three happy flavors: Lemon, Strawberry, Chocolate.

Jell-O is a registered trademark of General Foods Corporation







AN APPREHENSIVE KAY LISTENS TO DAUGHTER'S BOYFRIEND DESCRIBE AFRICAN FERTILITY DANCES

## Romp for Rex and Kay

Six years ago Rex Harrison and Kay Kendall made a movie, *The Constant Husband*, together; that is when they met. Rex went on to his historical role in *My Fair Lady*. Kay went on to star in the movie *Les Girls*—and become Mrs. Harrison. Now, settled married folk, the pair appear together again in M-G-M's *The Reluctant Debutante*. Romping in tandem, they give the movie many fine and funny moments.

Kay plays a worried wife sweeping about Britain's best ballrooms in drooping swooping gowns, specially run up for her by Paris' chic

Pierre Balmain. Her seductive swishes with an ostrich feather boa endanger the bystanders. Nonchalance never deserts her—even while listening at keyholes. Rex is a harried husband in conventional white tie and bags under the eyes. Together they plot to snag an oafish Guards officer as a husband for their darling daughter while spurning the honest love of a swarthy but worthy American band drummer (John Saxon) who secretly is heir to the dukedom of Postiano. Fortunately their own ineptness at plots stays them in their mad course.



IN SHEER HORROR Kay and Rex hear dowager (Angela Lansbury) say daughter's drummer is a cad.



IN SHEER DELIGHT daughter (Sandra Dee) dances with drip and looks lovingly at hero in band.



A HARD NIGHT'S PLOTTING LEAVES REX ALL WORN OUT AT WORK NEXT DAY →



*New base-coat discovery combats chipping and peeling*



*No wonder Revlon calls it*

**Manicure tests by 28,486 women in 118 beauty salons proved that 'Wonder-Base' can give your nail polish the extra wear you have wanted for years!**

Test after test proved that Revlon's new 'Wonder-Base' gives your nail polish *days of extra wear*. For example, if you are hard on nail polish and it usually lasts three days, now your manicure will last five or six days. And if it normally lasts five days . . . you can expect seven or eight days of wear.



. . . *helps your nail polish stay on up to twice as long!*



## ***‘WONDER-BASE’!***

Now, because ‘Wonder-Base’ adds so many days to the life of nail polish, women who save nail polish for special events will find it practical for everyday wear. Just a brushful of ‘Wonder-Base’ forms a strong smooth film that “grips” nail polish firmly. That’s why, despite exposure to harsh detergents, typing, gardening, *whatever* you do, your nail polish stays flawless days longer. You can *always* enjoy the elegance of polished nails when you use ‘Wonder-Base.’ Just 1.10.\*

*Greatest new nail base-coat advance in 15 years!*

***‘WONDER-BASE’***



©Plus Two





"COLUMBIA'S" ROD STEPHENS GOES UP TO CLEAR THE HALYARDS

# INCHES, OUNCES, SECONDS

Each detail is vital as four yachts  
fight for honor of defending cup

by MAITLAND EDEY

**A**TWO-REEF competitive breeze is blowing up in Newport, R.I. this week as a climax to a summer-long struggle between four of the swiftest and most beautiful racing sloops in the world. At stake is the right to represent the United States against the British challenger *Sceptre* in the America's Cup races starting Sept. 20. In a few days one of the four will be chosen.

There is no sailing trophy remotely approaching the America's Cup in prestige (*LIFE*, June 2). It is the World Series and the National Open rolled into one. When a yachtsman first begins to glow with the neon fantasy of defending this legendary prize, when he sees himself standing at the wheel of his own craft foaming down on the finish line, spinnaker bulging, spume spinning off to leeward, salt in his whiskers, flags flying, whistles screaming, his opponent safely tucked away and 160 million countrymen cheering—when something like this gets hold of a man he



CLOSELY GROUPED AFTER THE START, "COLUMBIA" (LEFT), "EASTERNER"

is transported, as Roland was in the pass of Roncesvalles, or Achilles beneath the walls of Troy. He leaves his business, absent-mindedly walks away from his wife and children, opens wide the sluice gates of his pocketbook and plunges into total war. For it is total war, to an extent that non-yachtsmen can scarcely imagine. Big-time racing is planning (for months on end), technical design, logistics, strategy, espionage, tactics, inspiration and brutally hard work.

Four groups of people, behind four 12-meter yachts, *Columbia*, *Easterner*, *Vim* and *Weatherly*, have been so engaged for more than a year. The climactic salvos are at this moment thundering. The entire sailing world is watching, not to mention a Selection Committee of six elder statesmen of yachting who can at any moment halt the proceedings and pick a defender. The committeemen have extraordinary powers. They are not obliged to pick the boat which wins the most races





(FOREGROUND) AND "VIM" RACE HARD ON THE WIND OFF NEWPORT. "COLUMBIA" EASILY WON THIS RACE. "WEATHERLY" WAS KEPT OUT BY RIGGING TROUBLE

but the one which in their opinion will "make the best defense." Since a good defense will depend on strategic skill as well as on sail handling and helmsmanship and the boat's structural soundness, everything the skippers and crews of these four yachts now do will affect their chances profoundly. From here on, every boner, every brilliant maneuver counts. The blaze of inspection is becoming unbearably bright.

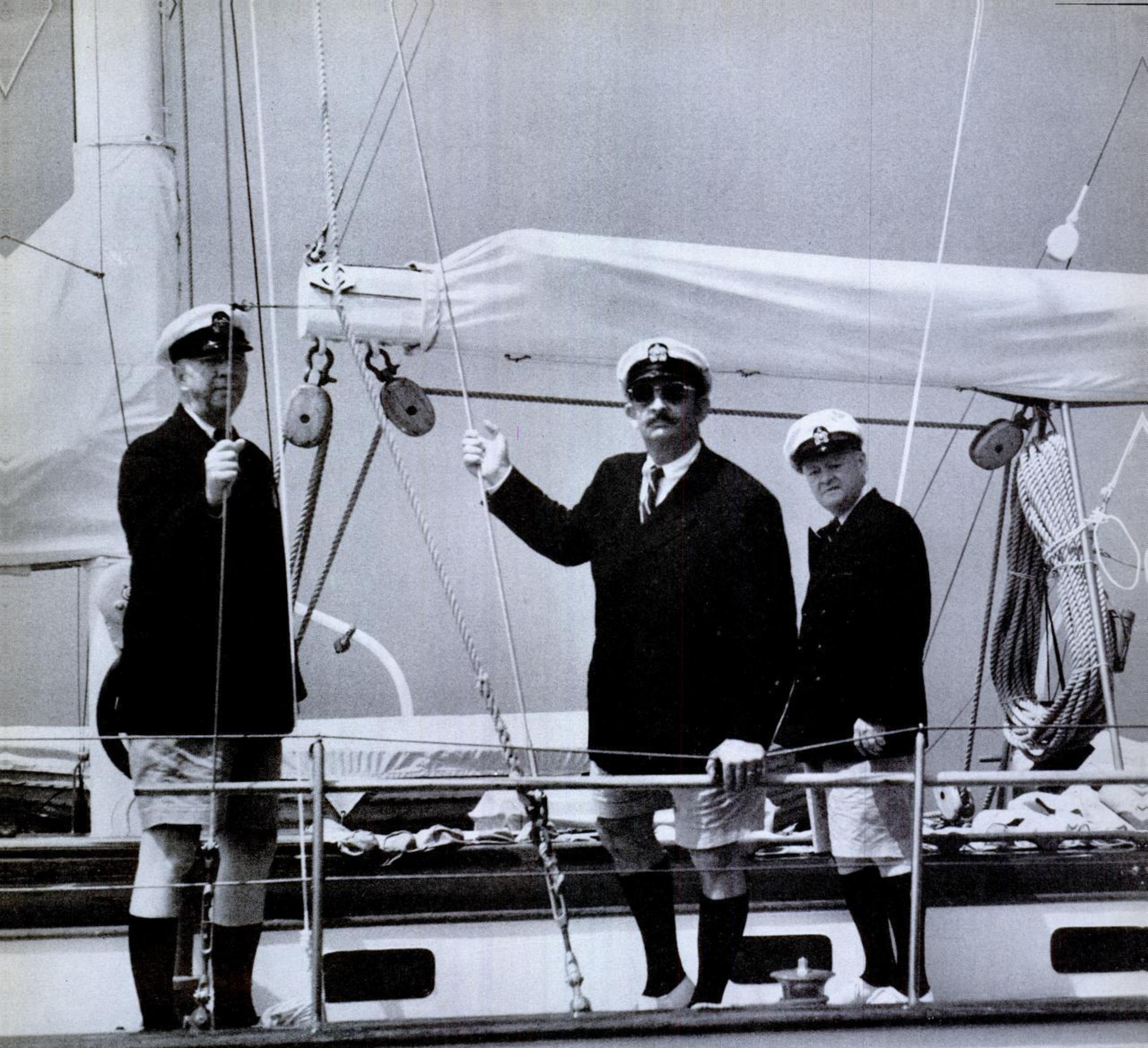
The scene of battle is an area of "neutral" water off the Brenton Reef Lightship where no boat is supposed to have an advantage over any other by virtue of possessing special knowledge of local tide conditions, eddies or soft spots in the wind. This is open water. The winds and currents here, the shape of the waves, their size and length, have been as thoroughly studied over the years by yachtsmen as any in the world, for boats can be tailor-made to fit places as surely as suits can be made to fit people. Hulls can be designed to do well in calm or in rough seas,

in high winds or in zephyrs. The four American contenders were all designed with Newport water in mind. If they cannot go fast here, they may never get a chance to go fast anywhere else.

Planning for this summer's racing has been going on since 1954 when Henry Sears, then vice commodore of the New York Yacht Club, began to agitate for a renewal of the series. The series had been becalmed ever since 1937 because the huge, 135-ft.-long J-boats, the only ones in which America's Cup competition could legally take place, had become too expensive to build. Sears decided that if there were to be any more challenges the boats would have to be smaller—and much cheaper.

Still, they would have to be impressively large. Racing for the hallowed cup in Wood Pussies or Punkinseeds would be a sacrilege. He decided that the 12-meter was the proper vehicle. A 12-meter is not unlike a small edition of a J-boat, being about half as long, having





RACE COMMITTEE ON YACHT—AN EDWARDIAN SIGHT EXCEPT FOR SHORTS—INCLUDES WILLIS FANNING (LEFT), CHAIRMAN JOHN DICKERSON, JAMES TRENARY.

**"COLUMBIA" COCKPIT** group includes Helmsman Briggs Cunningham, designer Olin Stephens

gauging distance with stadiometer, syndicate head Henry Sears, professional skipper Fred Lawton.

**"EASTERNER" OWNER** Chandler Hovey sits at helm of his contender with his daughter Sis Morss.





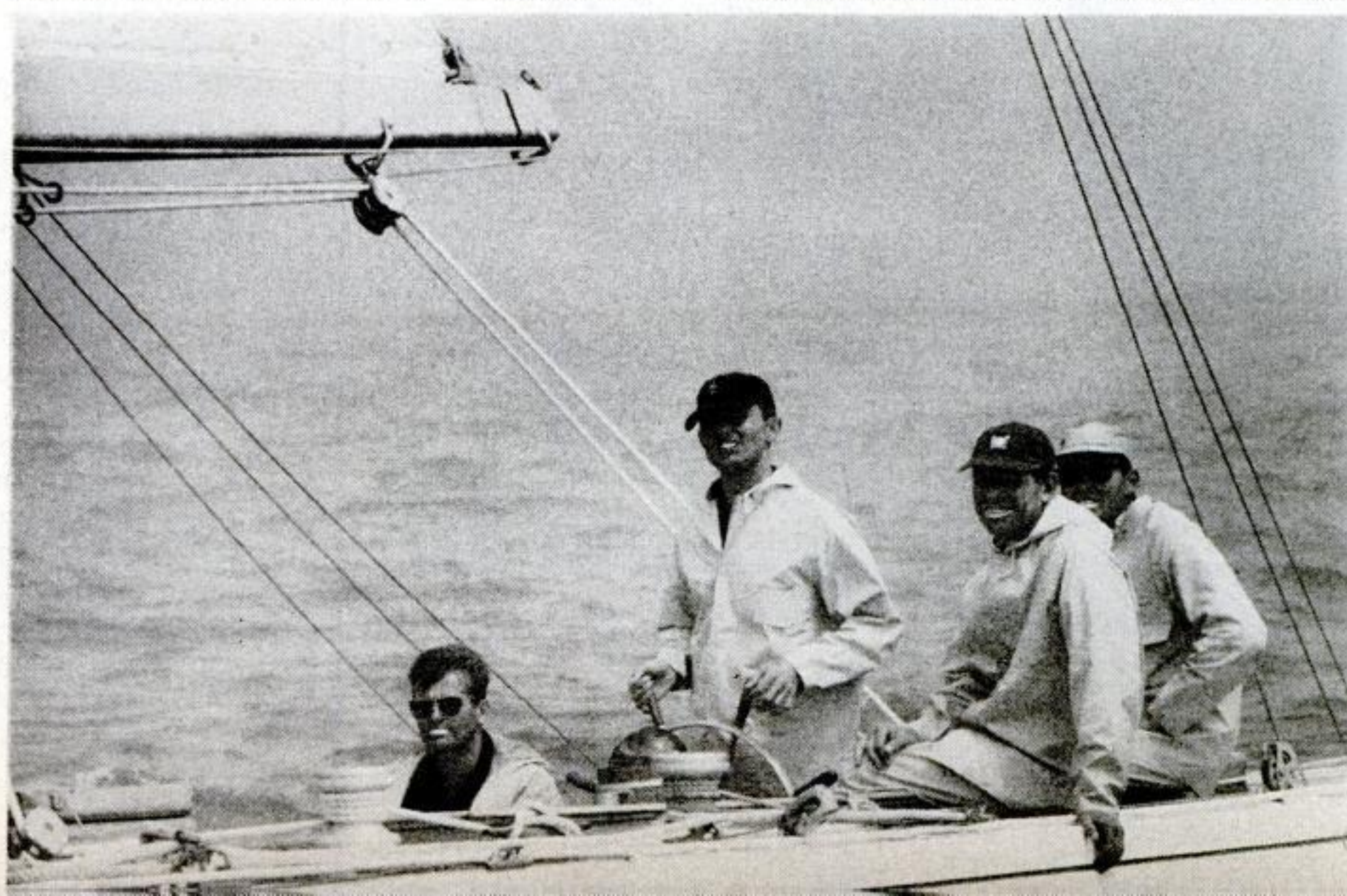


AT RIGHT IS NICHOLAS POTTER, FLEET CAPTAIN OF NEW YORK YACHT CLUB

Hovey, whose two sons are sailing the boat in the trials, financed *Easterner* largely by himself.



"VIM" CREW, wearing sunburn preventative on their lips, rests in cockpit after winning a race.



At helm is Don Matthews, with Bradley Noyes (left). Bus Mosbacher, Navigator Dick Matthews.



MEMBER OF RACE COMMITTEE FIRES STARTING GUN ABOARD "MERCURY V"

## CUP CONTENDERS CONTINUED

about a fourth the sail area, a sixth the weight and costing one eighth or one tenth as much. This may make the 12-meter sound rather puny, but it is puny only by comparison. In its own right it is the largest racing sloop actively in use anywhere in the world.

Sears talked up 12-meters both here and in England for a year or two. Then, becoming commodore of the New York Yacht Club, he quietly informed the British that if a challenge in 12-meters was made, New York would take it up. The challenge came on May 9, 1957, and was officially accepted. (The bothersome regulation about racing in J-boats was taken care of by having the New York Supreme Court authorize a change in the cup rules.)

So far so good. But now Sears found himself in the position of a soldier storming an enemy fort who triumphantly plants his flag on the ramparts and looks around for his comrades, only to find that they have all run away or been shot. Sears looked around: he was alone on the ramparts. Various syndicates which he had hoped would produce boats suddenly evaporated.

A rough calculation told him that it would cost about \$300,000 to build and race a Twelve for one summer. He took a deep breath and retained Designer Olin Stephens, telling him to go ahead with plans and that he would somehow organize a syndicate to pay the bill. Sears is a deceptive man. A lanky, freckled redhead, he has an amiable manner that conceals a keen mind and a resolve that merely hardens when obstacles are put in his way. All his life Sears, an extremely successful investment banker, has done things in the grand manner. He likes quail and duck shooting, so he has an estate of several thousand acres for that purpose in Maryland. He likes to shoot grouse, so he rents one of the largest private moors in Scotland every year. He likes a good cigar, so he imports from Cuba a particular shape of Romeo y Julieta, vintage 1952 (1951 and 1953 are not quite it).

His decision to retain Stephens was in character. It nailed down the best yacht designer in the world. Stephens is the only living man who has designed a cup winner (1937's *Ranger*). Together with his brother Roderick, an expert on rig and sail handling, he has turned out a brilliant parade of the most successful racing yachts in America, among

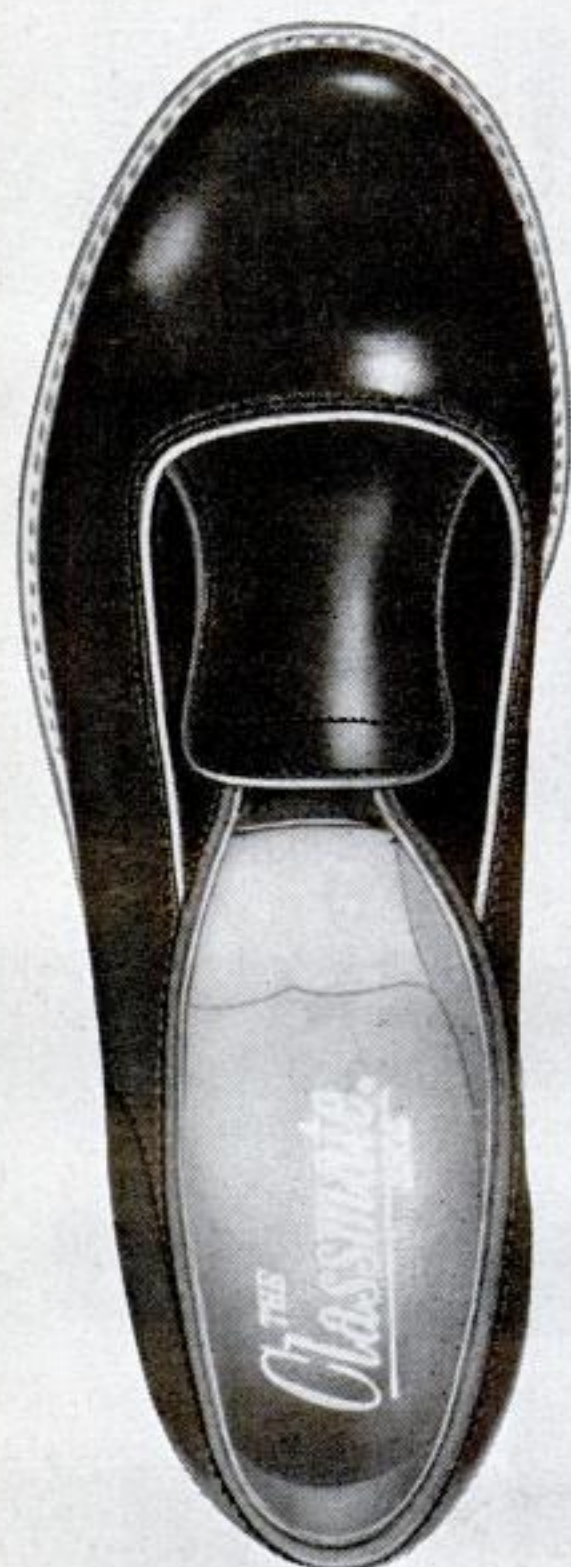
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\$4.95 to \$6.95. Some higher.

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Top: ROVER®, Black smooth with Black grain insert. Also Brown. Neolite sole.

Center: PATTY®, Talon Shu-Lok® in Brown, Red, and Grey smooth, and Black suede. Matching Vulcrepe sole.

Bottom: TRUDY®, Brown grain, Red grain, Black grain, Black suede, Grey suede. Matching Vulcrepe sole.

®Genuine Goodyear welt construction.

D-27



## CUP CONTENDERS CONTINUED

them several 12-meters, the fastest of which was *Vim*, built for Harold S. Vanderbilt in 1939 and still in commission.

It was *Vim*, or more properly her present owner, John Matthews, who took some of the load from Sears's shoulders. A few weeks after the British challenge had been received, Matthews informed Sears that he would take the engine out of *Vim* and put her in racing trim. This was an enormous relief to Sears who, in his own words, "would have looked awfully damned silly to have sponsored a challenge and then have no boat to defend."

Still, a new boat or two would be nice. And suddenly there were three. Chandler Hovey, a Boston banker who had tried for the cup and lost three times in J-boats, announced *Easterner*, to be designed by Raymond Hunt. Henry Mercer, a New York shipping magnate, put together a syndicate to build *Weatherly*, designed by Philip Rhodes. By this time Sears had a syndicate, too, to build *Columbia*. Two shipping men and deep-water sailors, William Moore and James Farrell, joined up, as did Howard Fuller (the brush man, whose contribution was two aluminum masts) and Gerard Lambert, who had raced J-boats in the 1930s, floating them on a sea of Listerine. These men all contributed in varying degrees of their money and advice, but the syndicate cannot be said to have become operative until Sears landed a veritable whale in the person of Briggs Cunningham.

Cunningham, a muscular man of independent means with the hot wild eye of a Viking, has devoted his entire life to competitive sports. He is a helmsman with a brilliant history, having won world titles in 6-meter yachts in the 1930s and later graduating to Twelves. He has always been fascinated by sports cars and some years ago he began racing them himself. He eventually became one of the best sports car drivers in the United States and even went so far as to equip a complete machine shop in Florida and begin manufacturing Cunninghams, the most luxurious and expensive sports cars ever built in the U.S.

### Eleven Torquemadas

IN ADDITION to his skill as a helmsman, Cunningham brought two priceless ingredients to the syndicate. One was a willingness to do things in such a big way that they outstripped even the expansive ideas of Sears. The other was a blazing competitive drive, a single-minded passion to win that has fused everyone connected with *Columbia*. Cunningham and his associates are going after the cup with the zeal of 11 Torquemadas going after heresy. While the Sears-Cunningham effort may be a trifle grimmer, a bit more elaborate than those being made by her rivals, it is typical—even archetypal—of cup defense in general, and is therefore worth some study.

With their syndicate solidly organized, Sears and Cunningham could begin to give some thought to the kind of yacht they wanted. Acting on the principle that they would have the best of everything from the start, they began with the hull and authorized their designer, Olin Stephens, to make the most thorough tank tests ever conducted for a yacht. In tank testing small models of yacht hulls are dragged through a long trough under a variety of simulated wind and water conditions, the resistance of the hull being measured with great accuracy by instruments. Stephens is an old hand at tank testing, and he has a vast amount of previous observation and trial-and-error experience filed away in his head. But yacht design is still such an inexact science that he insisted on trying out no less than seven different ideas he had for a 12-meter hull. Numerous variations of these hulls were also tried.

All the tests were keyed to the fact that during the past 20 years the average wind velocity off Newport in the latter part of September has been 16.2 mph. The hull finally selected proved to be most efficient in winds just under 17 mph and performed almost as well at simulated wind speeds down to 12 mph and up to 25 mph—a remarkably versatile shape. It was a relief to Stephens to know that he had produced, on paper at least, a hull which was potentially faster than the last 12-meter he had designed. This was the aforementioned *Vim*, and there was no assurance before Stephens went into the tank that a faster hull could be designed. After all, there is an ultimate in everything and not much variation is permitted under the formula that controls the 12-meters' dimensions. Thus *Vim* is superficially indistinguishable from both *Weatherly* and *Columbia*, both above and below the water. The differences in their hull shapes are extremely subtle. In fact, says Stephens, it is unreasonable to hope for a superboat these days under the 12-meter rule. The best a designer can do is add a hair here, take off a hair there, refine something else infinitesimally, hoping that the total of all these minute changes will add up to a perceptible improvement in speed. With a good helmsman and crew a tiny advantage is all one needs.

Without going into the complexities that surround the 12-meter rule, it is possible to understand its principle by imagining a balloon





## DRAMATIC EDESEL STYLING leads the way —in distinction, in beauty, in value!

Last August, the photograph above could not have been taken. The Edsel car was still a secret then. But in one short year, Edsel's outstanding design has become as familiar as it is distinctive. In fact, you can recognize the classic Edsel lines much faster, much farther away, than you can any other car in America! This extra value in advanced styling accounts for the many more Edsels you've been seeing on the road lately.

And proud new Edsel owners are getting plenty of extra value *inside* their

cars, too—the ease of Teletouch Drive, the power and economy of the all-new engines, the convenience of self-adjusting brakes, the comfort of contour seats. And the satisfaction of having made a great buy. For there's less than fifty dollars difference between the magnificent Edsel and V-8's of the major low-priced makes.\*

Why not see your Edsel Dealer this week for sure?

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**Less than fifty dollars between Edsel and V-8's of the major low-priced makes** \*Based on comparison of manufacturers' suggested retail delivered prices.





## The picnic favorite has **savory flavor!**

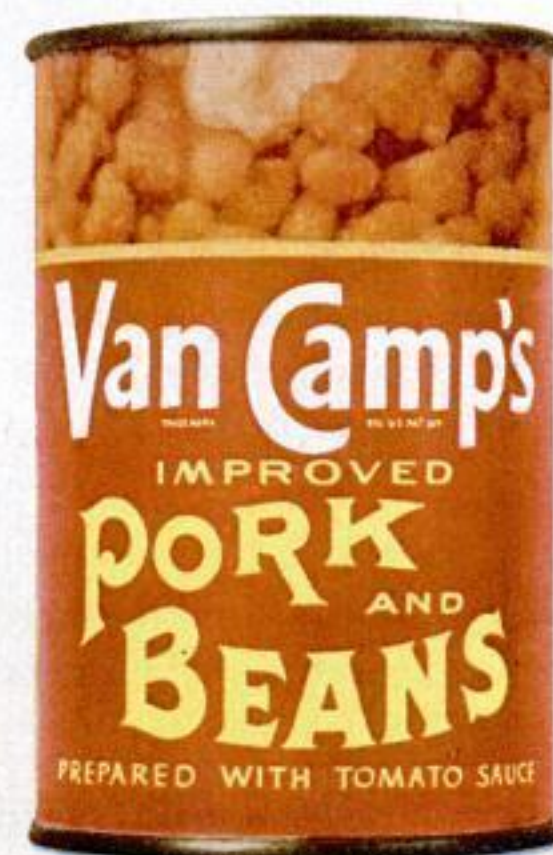
"Savory" flavor—that means Van Camp's flavor! Tomato sauce—such as you find on ordinary Pork and Beans is good, but *only* Van Camp's adds special spices to their sauce in a famous secret recipe, and carefully *cooks it in*. One taste and you'll always make sure to get *Van Camp's*

Pork and Beans, the ones with the *savory* flavor. Serve Van Camp's Pork and Beans at your next "backyard banquet."

Remember, Van Camp's are the high *protein* Pork and Beans—one of the finest dishes you can serve for building strong, healthy bodies.

# VAN CAMP'S PORK & BEANS

*The secret savory sauce is cooked in...Just heat...eat...enjoy!*



OUTSELLS  
THE REST  
'CAUSE IT  
TASTES  
THE BEST!

ANOTHER FINE PRODUCT  
OF STOKELY-VAN CAMP,  
INDIANAPOLIS, INDIANA





**RACE ORGANIZER** Henry B. Sears as commodore of New York Yacht Club suggested that British renew cup challenge.

## CUP CONTENDERS CONTINUED

containing exactly 12 cubic meters of air. The balloon can be squeezed into a variety of shapes, but it will still contain the same 12 meters of air. If one end of the balloon is big, the other must be small. Similarly, to have your boat "rate" at 12 meters, you must cut down on sail area if you expect to stretch your hull out longer, and vice versa.

Limits are put on all dimensions to discourage unsound designs. Theoretically a narrow boat will slip through the water more easily than a tubby one. But to prevent a rash campaigner from making a freakish, needle-shaped hull, the rule states that no boat will be less than 11 feet wide. As a result all of them are either exactly 11 feet wide or just over that. Similarly, in order to go to windward well, a boat must have a deep keel, something to grip the water and prevent sliding off to leeward. But the rule imposes a heavy penalty on a draft of more than nine feet, so all the boats draw nine feet. Masts must weigh at least 1,000 pounds, so all weigh 1,000 pounds. They must not be more than 82 feet tall as measured from the deck. Observers may wonder why the boats have curved decks which rise to a crown in the center. This is to get the deck as high as possible for mast-measuring purposes. But to prevent the building of decks as steep as the roof of a chicken coop another rule limits to a few inches the amount that decks may curve upward. So all decks have an allowable crown to get the sails as high as possible: there is usually more wind aloft than on the surface of the water.

The structural soundness of the hulls is controlled by standards called Lloyds' Scantling Rules, set up by the insurance company, Lloyds of London. Compliance with these standards insures a strong boat. Otherwise designers and owners might take dangerous chances of weakening hull and rig in order to reduce weight to a minimum. The more a boat's total weight is concentrated in her keel, the more stable and more powerful she will be, and the more sail she will be able to carry in strong winds.

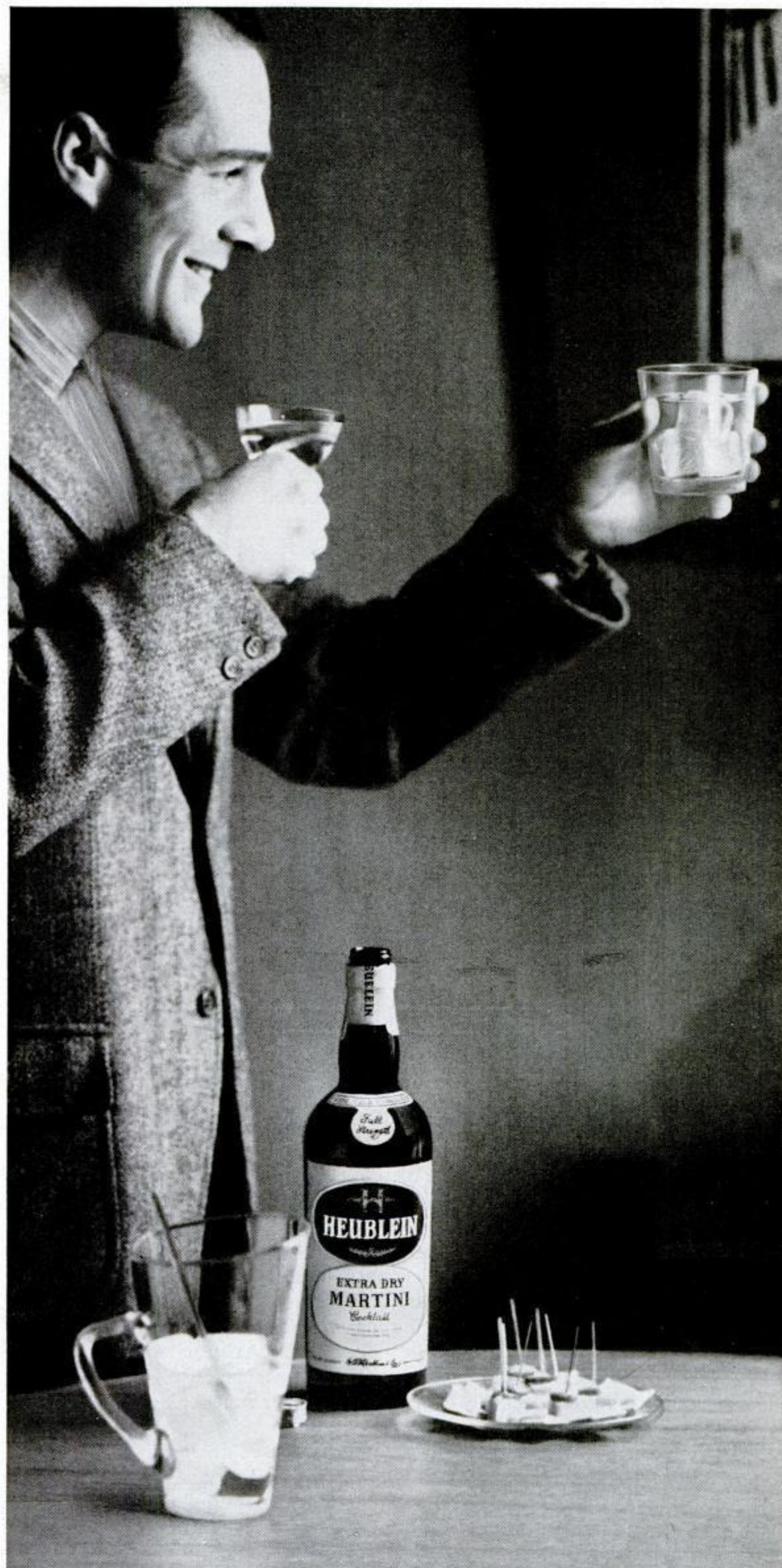
The things that have been done to save weight in the cup contenders are remarkable. *Columbia's* cabin and cockpit flooring and her bulkheads are made of feather-light aluminum panels. These are already beginning to wear out after only a month's use, but they are designed to be replaced easily. The deck screws in *Weatherly* are made of aluminum instead of bronze, but those down near the keel are bronze instead of aluminum. Part of *Weatherly's* stern has been sliced off so that it slants outward and downward, thus saving 100 or more pounds in wood which would have no other purpose than to look graceful. Her designers were somewhat miffed to discover that *Columbia* had the same sliced stern.

Rod Stephens explained it this way: "We'll probably get a few rainy days while racing, and we figure that the raindrops striking that sloped surface at the stern of the boat will help shove her ahead."

All during the fall of 1957 the cheeseparers pored. By winter the lines of the three new boats were firmed up and construction started. In June they were done, and one after another they were launched. Speculation about them was intense. What made it so interesting was that on paper a case could be made for any one of the four boats.

*Vim*, although a veteran, was a superb veteran. No existing 12-meter had ever beaten her consistently. With a new rig she was faster than ever before and had the incalculable advantage of having been

CONTINUED



## happiest hour of the day...

Advice to wives: let nothing come between you when he gets home tired at night. Nothing, that is, but Heublein Cocktails—the smoothest sipping two people can enjoy.

Mixed to perfection—you just stir with ice and serve. No mess, no fuss, no waste.

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EXTRA DRY MARTINIS—75 proof,  
made with pot still gin  
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Eight other popular kinds.  
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you've got it made with  
**HEUBLEIN COCKTAILS**



## CUP CONTENDERS CONTINUED

sailed by the same men for several years. It takes a long time simply to learn the capabilities of a Twelve, and *Vim's* greatest preseason asset was that she already had what the other three might not have time to get.

*Easterner's* appeal lay in the fact that she came from the board of Raymond Hunt, the one man among the designers who could be counted on to do something bizarre. His radical ideas have paid off brilliantly in recent years, and the competition had its fingers crossed as *Easterner* took shape. Sure enough, she was different, the only one among the four that was. The other three varied in dimensions by only inches or fractions of inches. But *Easterner* was a foot longer on the water and four feet shorter over-all, had a square rudder and a long, squared keel. Would she go? Well, Ray Hunt was no fool.

*Weatherly's* designer, Philip Rhodes, has an enormous reputation, and the boat he came up with was the most graceful of the lot. Her helmsman, Arthur Knapp, is one of the premier racing skippers in America, and he is backed up by Navigator Carleton Mitchell, a two-in-a-row Bermuda race winner, and top Sailmaker Ed Raymond.

*Columbia's* start was not auspicious. At first called *Swift*, she was renamed when one of the syndicate members began thinking how inappropriate that would be if she proved a dud. Then, during construction, her lead keel was found to be badly cast and not symmetrical. Payment of the \$13,000 bill to the National Lead Co. was held up until a U.S. marshal walked aboard one day in Newport with a paper in his hand and announced that unless settlement was made *Columbia* would be seized. Sears had only \$6,000 in his pocket at the moment, but he wrote a check for the other \$7,000 and that was that.

Despite these troubles *Columbia* began to generate increasing respect. Rumors about her hull leaked out, but all anybody could learn was that she was a little fuller and fatter aft than most Twelves, and that her bow, where it entered the water, had more of a U shape than a V shape. Later this was to prove important in disturbed waters. *Columbia* was able to splash the waves aside as she breasted them and thus keep driving ahead when the other boats tended to knife down into the waves and lose headway.

### Call for a pacemaker

**Y**ACHTSMEN are in dispute as to whether sails or crew will be more important this summer, but they are agreed that both are more important than hull shape. The next stage of *Columbia's* program was characteristically thorough: a second 12-meter was obtained to be used as a pacemaker so that intensive work could be done on sails and crew during the few weeks remaining before the first trials started. Chartering this second Twelve, *Nereus*, and luring the legendary Cornelius Shields Sr. out of semiretirement to act as *Nereus's* helmsman was one of the most important steps taken during the entire campaign.

Winds and water are always inconstant. The only way to tell how a boat is going, the only way to try her out under anything remotely resembling controlled conditions, is to sail her alongside another boat hour after hour, day after day, making innumerable changes in rigging, in the set of the sails, in the selection of sails. As soon as *Columbia* was rigged, she began going out with her pacemaker in Long Island Sound. Then she went to Newport for further practice on the field of battle itself.

The movement to Newport had the dimensions of an invasion. Sears had rented a handsome house overlooking the harbor. A few doors down was the one rented by Cunningham. He needed a large one to accommodate all the crew, and he got it: a 19th Century chateau with a ponderous ivy-covered tower, an entrance hall three stories high, 16 bedrooms, its own yacht landing and a rent of \$7,500 for three months. His energetic and attractive wife had the logistical problem of supplying furniture for many of the rooms and sheets and towels for everyone. Anywhere from 10 to 25 could be expected for dinner each night.

The marine end of this amphibious envelopment of Newport was even more impressive. First came the two 12-meters: *Columbia* a gleaming white with a blue waterline, *Nereus* a dark blue. Running attendance on them was *Escort*, Cunningham's graceful twin-engine motor launch. But *Escort* was only 40 feet long and had limited cockpit space, so Cunningham had sent his boatman to Florida to buy something more useful. The man came back with a 58-foot twin-screw diesel craft which had once been an experimental Navy crash boat but which had been converted into a yacht. Christened *Chaperone*, she was ideal for Cunningham's needs, having tremendous power and a wide open space in the stern where extra sails could be stored.

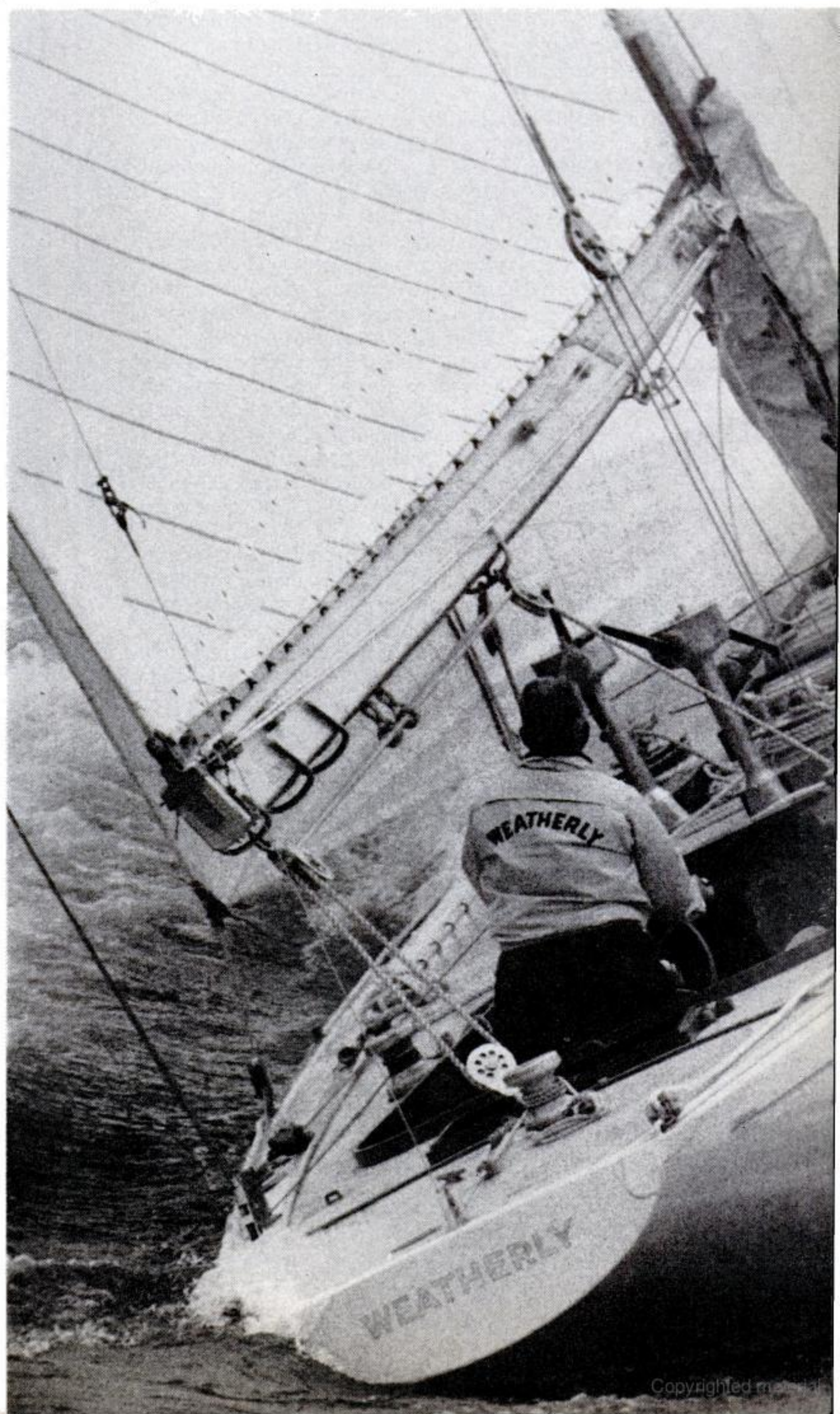
This latter was important because Sears and Cunningham have about as much "sails-resistance" to new canvas as a savage might

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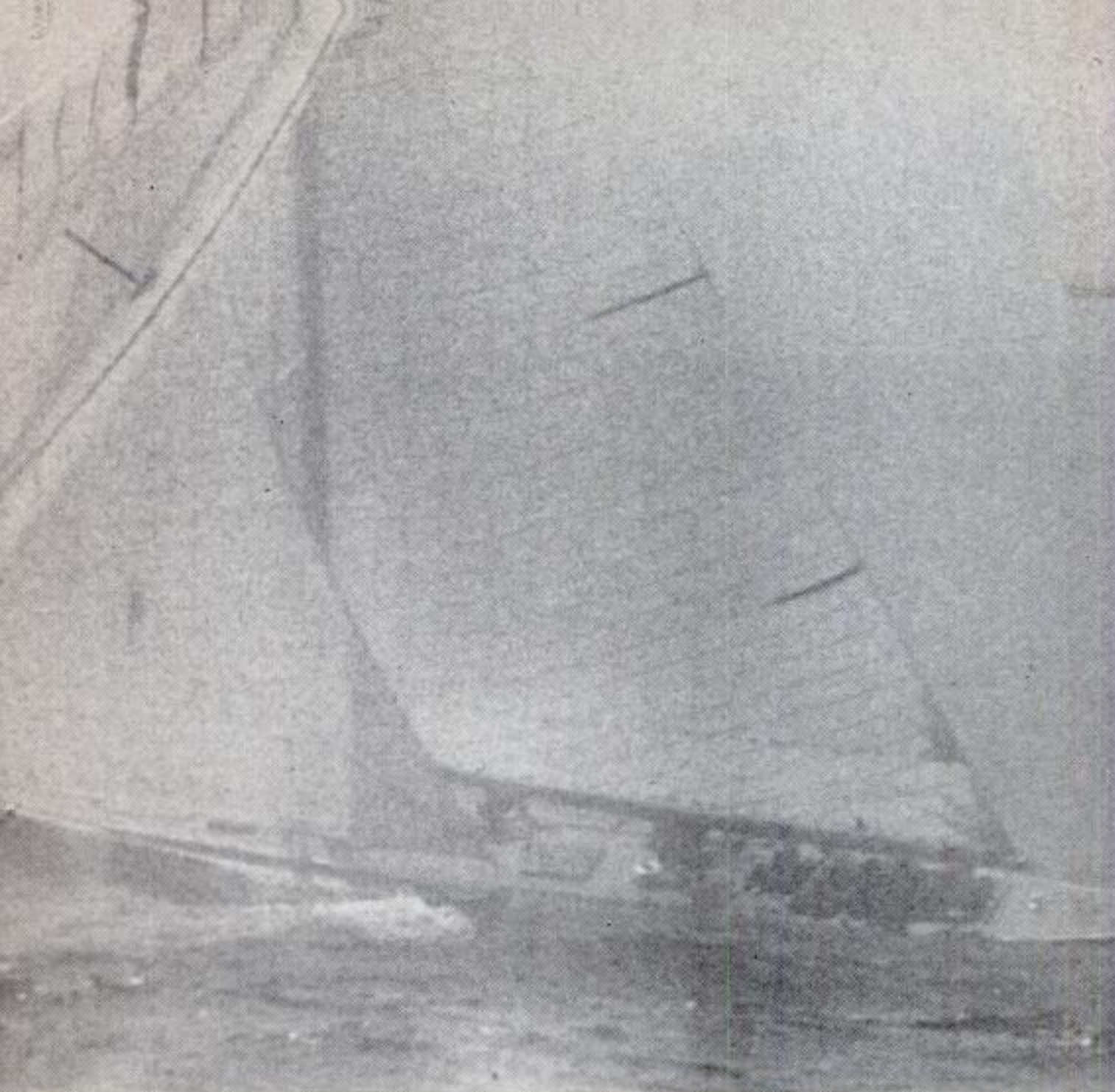


CLOSE MEETING OF CONTENDERS TAKES PLACE IN FOG AS "EASTERNER" (RIGHT), ON

"WEATHERLY" CREW DANGLES OVER WEATHER RAIL TO KEEP THE BOAT IN TRIM AS







STARBOARD TACK, CROSSES "VIM'S" BOW AS THEY NEAR TURNING BUOY

SHE PITCHES INTO ATLANTIC SWELL. AT HELM IS SKIPPER ARTHUR KNAPP

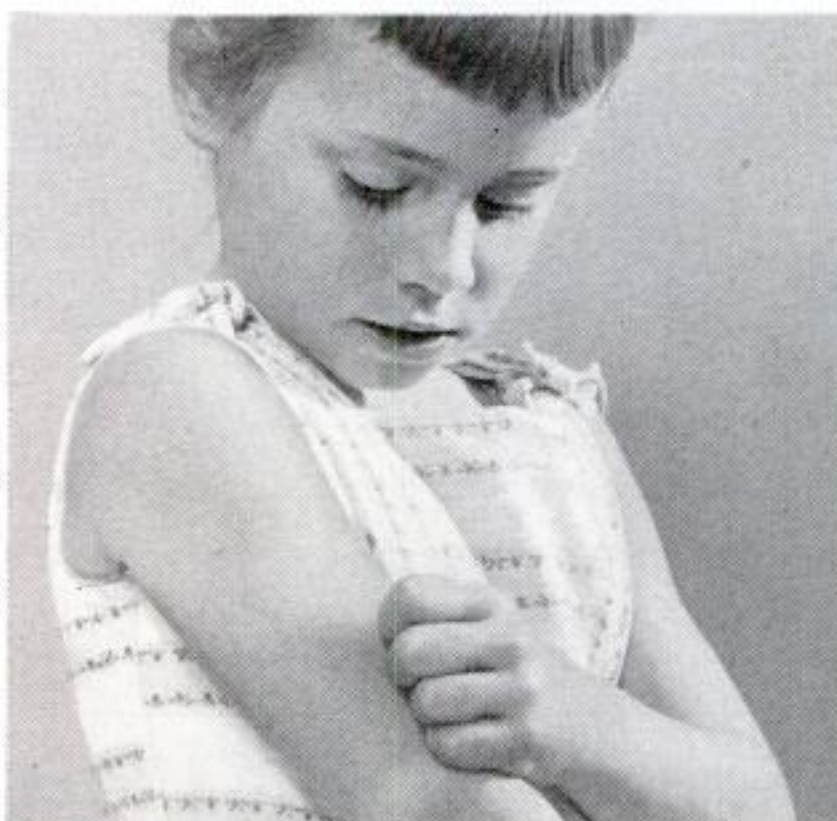


## New Medicated Powder! Stops more irritations ...more effectively



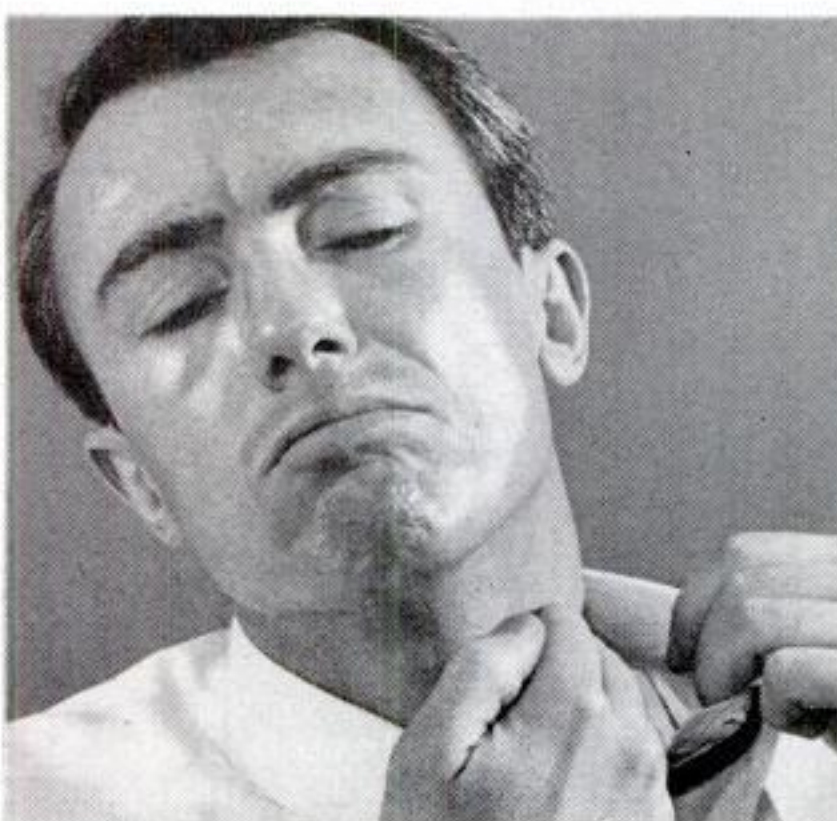
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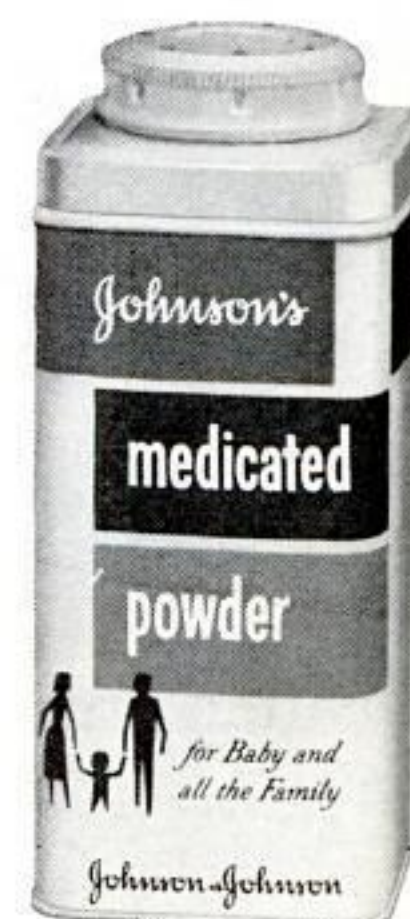


### STOPS CHAFING

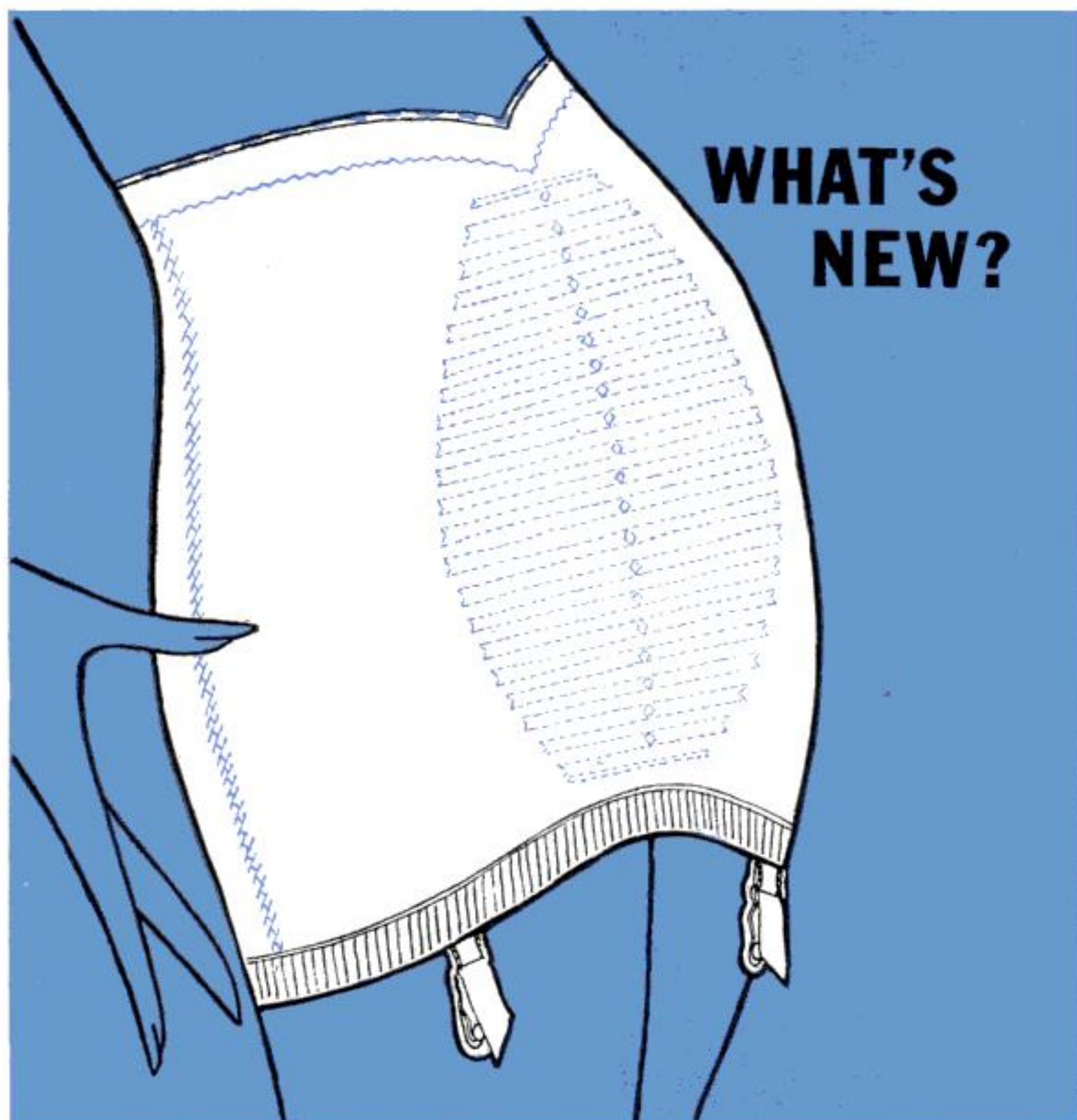
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## CUP CONTENDERS CONTINUED

have to a new brass nose ring. *Columbia's* sail inventory was large to begin with and is still growing. At the most recent count it included five mainsails at prices ranging up to \$4,000 each, nine jibs at \$1,500 each and five spinnakers at \$1,800 each. The jibs and spinnakers are of varying sizes and cuts for different wind conditions, but the five mainsails represent a search for perfection—for one superlative "drafty" sail to use in light winds and one flat one for heavy winds.

All *Columbia's* sails are made of Dacron, a relatively new sail material whose reaction to stresses is still not thoroughly understood by sailmakers, and as late as the end of July the syndicate felt that it had only one really good mainsail. The others all had various things the matter with them. The oddest by far was turned out by Sailmaker Colin Ratsey after being told by the syndicate to produce a sail that contained just as much cloth as possible (the edges of sails are rigidly measured, but the sails themselves are curved and there is no restriction on how deeply they curve or how much cloth is used within those measurements). The result was an enormous floppy bag which looked, according to one observer, "as if an elephant had been sleeping in it." It was made of a special pinkish cloth and was promptly christened the "Purple People Eater." It has been recut a couple of times and now appears to be the light-weather mainsail the syndicate is looking for.

Early in the season *Nereus* was able to keep up with *Columbia* in light airs, particularly during spinnaker runs. Paradoxically it was discovered that *Columbia's* spinnakers were too large. When they were cut down a bit they held the air better and *Columbia* drew away. In a good wind she was definitely faster than *Nereus*, but the relentless drive to make her still faster went on. Every morning, rain or shine, wind or not, the crews of both boats would be out, escorted by *Chaperone*, her afterdeck piled high with sails. Communication between the three boats was effected by means of bright green flags and three portable radio telephones.

### 'Put on the People Eater'

THE hail would come over the radio: "*Columbia* to *Nereus*. We're sending over to you the No. 4 mainsail. We'll put on the People Eater. Let's try it that way for a while." Thus, step by step, the sails were tested the only way that sails can be tested—against each other. Slowly the bad ones were weeded out or recut and the good ones made better. Slowly the crew learned its intricate tasks.

While *Columbia* was tuning up, the other contenders arrived one by one in Newport with their own squadrons of escort vessels. *Vim* was first. Having had more practice than the others, she went immediately into drydock to have her bottom polished. Then one sunny afternoon the beautiful light blue hull of *Weatherly* below a matching blue spinnaker glided into port. Preceding her was the information that Skipper Knapp had slipped and fallen overboard a day or so before. So when she came abreast of *Columbia*, the latter's crew was respectfully drawn up at attention, all wearing orange life jackets. The war had begun.

The crews of the different vessels eyed each other with unfeigned curiosity. The gadgets gleaming on the decks were studied minutely through binoculars. Sails also got the binocular treatment, and the *Columbia* crew spent a good deal of time trying to identify a particularly fine-looking mainsail on *Weatherly*, only to learn that the maker's name had been removed. But there is a giveaway in sails. The large black numbers at the top, which are supposed to identify the boat, actually identify the maker as well, for each maker uses numbers and letters of a slightly different style, and experts can tell one from another. The *Weatherly* sail was in this way identified as one of Ratsey's—until the rumor got around that the *Weatherly* high command had taken the precaution of sewing Ratsey numbers on *all* her sails, regardless of maker.

The preceding day *Easterner* had arrived, so fresh from her hurried launching that great gobs of caulking compound were still oozing from the seams in her mahogany sides. She and *Weatherly* were obviously behind schedule, but to the amazement of the battle-hungry Columbians *Weatherly* and *Easterner* were casual. Under the lash of Cunningham and the tireless Stephens brothers who are also sailing aboard, the Columbians had been grabbing every moment they could for practice. "They don't know what they're in for," prophesied Corney Shields. "They ought to be sailing nights."

Shields was right. During the first week of trials *Weatherly* and *Easterner* were clearly unready. Items of *Easterner's* gear broke down a couple of times. *Weatherly's* once. The trials were completely dominated by *Vim* and *Columbia*, the slick veteran against the cruder but immensely powerful newcomer. In their first brush *Vim* got the start and led all the way. *Columbia's* crew came ashore frustrated and angry: "We let the boat down. We sailed her like a bunch of school-

CONTINUED



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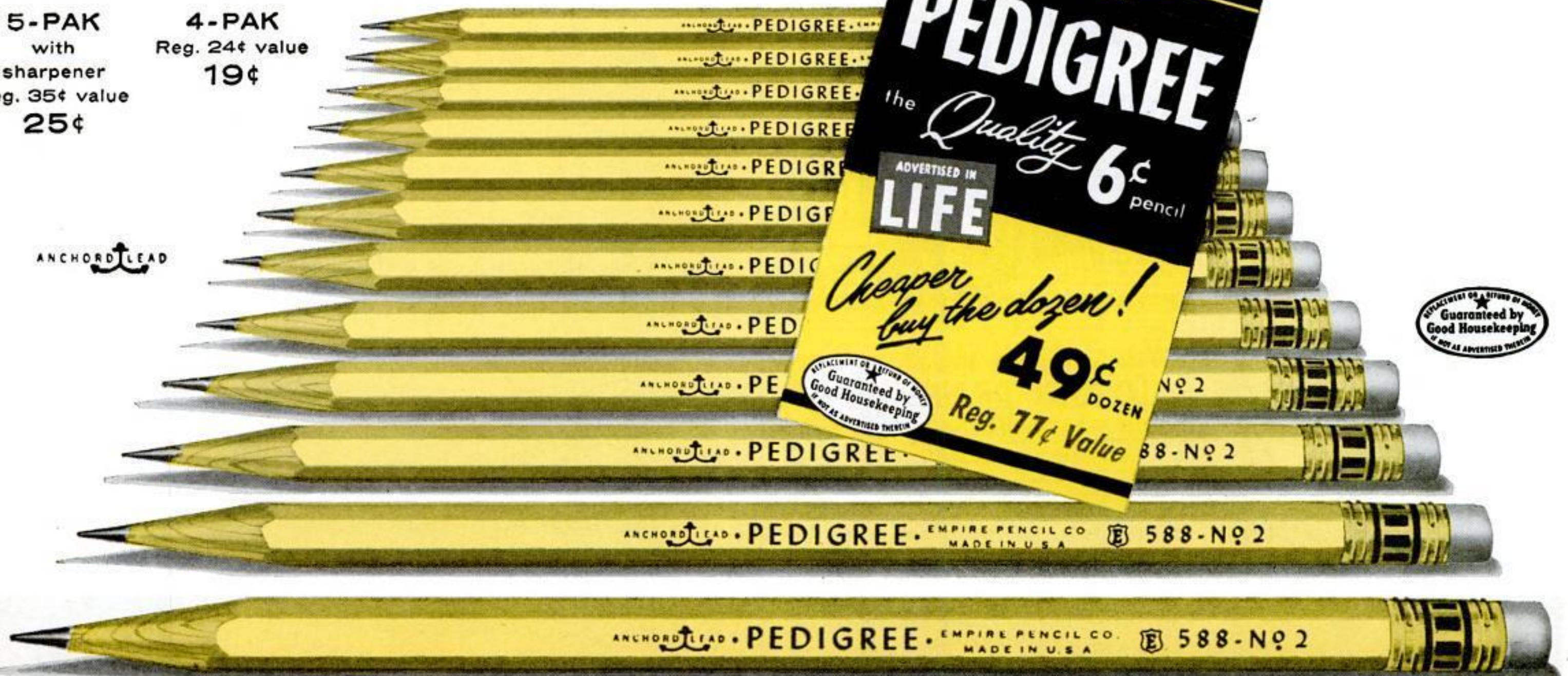


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## CUP CONTENDERS CONTINUED

girls." They did. They were like a strong young football team that cannot get untracked. But the boat was a dream.

The verdict at the end of the week was that *Vim* was the boat to beat, *Columbia* the boat to beat her. *Weatherly* and *Easterner* were so far behind that their potential was difficult to assess. Both showed bursts of speed but were inconsistent.

Another week of tuning up. The pressure was on. *Weatherly*, which seemed a bit "tender," took on more lead to stiffen her up. *Easterner*, which had as yet failed to beat any boat to any mark in any race, completely overhauled her crew which until then had consisted almost entirely of members of the Hovey family, including women and children. Four of these went ashore to be replaced by tough crack ocean racers. They made themselves felt immediately.

There followed a series of races from port to port along the coast. While these were not official trials, it was asking too much of the Selection Committee to shut its eyes, speak to nobody and read no papers in an effort to remain ignorant of how the boats were doing. And if the committee did open an eye, it would have noticed that *Easterner* was coming to life. In this series all four boats raced together instead of in pairs. Three times *Easterner* nearly won.

The trouble with port-to-port racing is that the boats do not sail around triangles under controlled conditions as they do in the official trials and as one of them will do against *Sceptre*. Instead they must go from one place to another through unfamiliar waters, encountering strange tides and running through dead spots in the wind, which can separate by as much as three or four miles two boats which have been literally side by side an hour or so before. Which shore do you play coming up Vineyard Sound? It is a gamble. This is quite different from cup conditions and is the reason that the Selection Committee is leary of putting too much weight on port-to-port results.

Still, time is running short and the skippers must gamble. During the port-to-port races *Vim's* crew gambled shrewdly. The amazing old lady won five races to two by *Columbia* and none by *Weatherly* or *Easterner*. This was an extraordinary performance and it reemphasized the human element. "Mike" Vanderbilt, greatest of all America's Cup skippers, has said that if the match is anywhere near even, victory will go to the boat that makes the fewest mistakes. So far *Vim* has made very few. Her skipper, 24-year-old Don Matthews, is only half the age of his three rivals and far behind them in experience. But he has sailed coolly and well and gives promise of becoming a truly great helmsman. His chief adviser in the cockpit is Bus Mosbacher, a true great right now who steadies his young partner.

No one is worrying yet about *Sceptre*, the British challenger which arrived here on Aug. 12. One war at a time, please. The August trials are still going on, and they are critical. The boat that can build up a record of consistently good performance now will go into the final trials, starting Sept. 1, with a tremendous advantage. For, as noted earlier, the Selection Committee can, if it wants, cancel the third trials entirely and pick a defender tomorrow.

Which boat will it pick? At the moment the question can be answered only by trying to back into it. If *Weatherly* or *Easterner* fails, it will be because neither has had the concentrated, driving campaign of the other two and because not enough is known about their sails and their capacities. If *Vim* loses, it will be only because 19 years is too much of a load for her to bear. If *Columbia* loses, it will be because her greater potential has not thoroughly jelled.

Right now it is *Vim* or *Columbia*, as it has been all summer. The only one who cannot lose is Olin Stephens. He designed them both.



ARRIVING CHALLENGER, *Sceptre*, with masts lying on deck, is towed up New York's East River after crossing the Atlantic aboard freighter.





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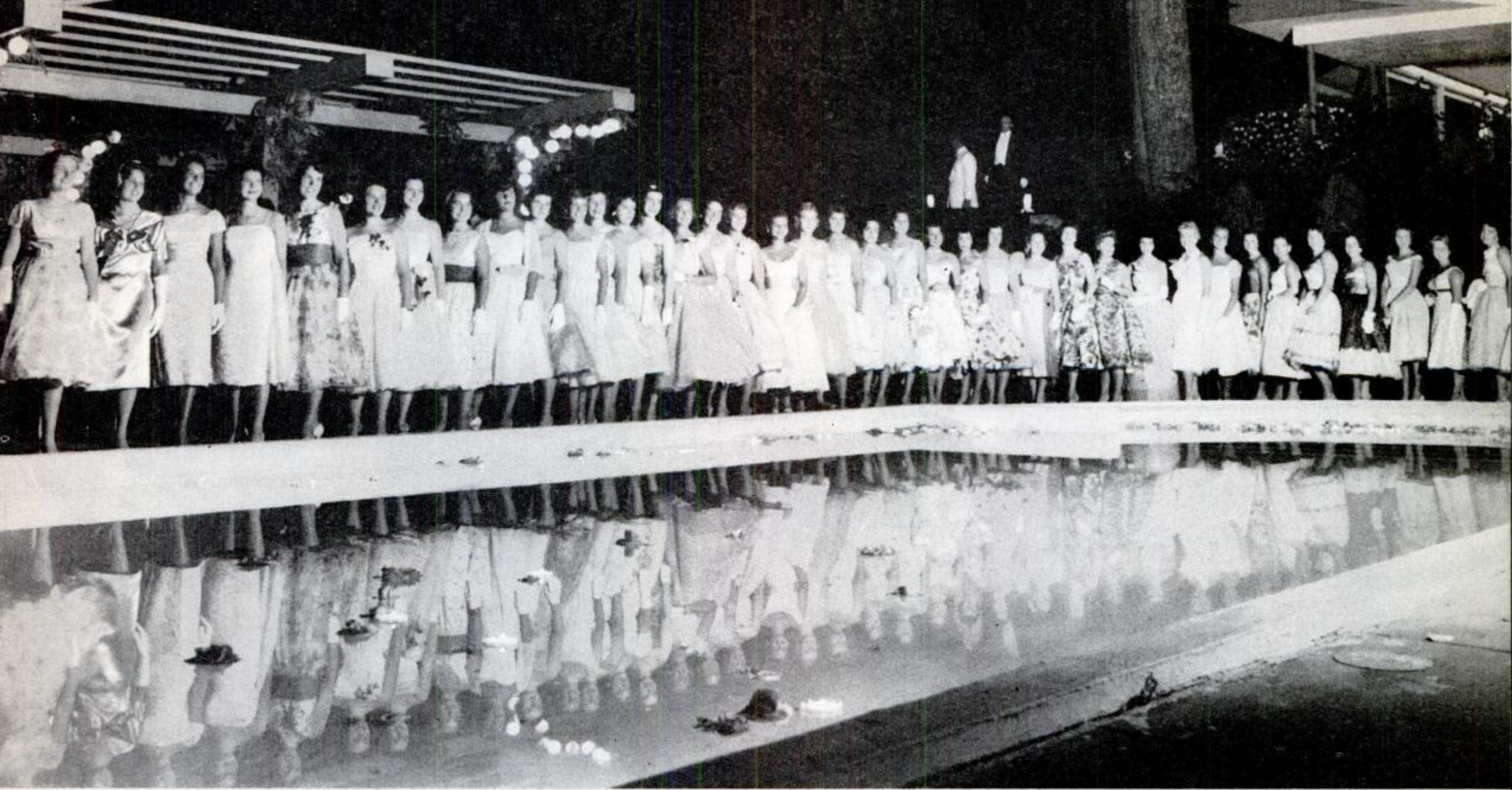
This man thinks for himself.  
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DEBUTANTE GUESTS CAST THEIR REFLECTIONS IN THE MAURICE FRANKS' 60-FOOT SWIMMING POOL. PINK TUBEROUS BEGONIAS ARE FLOATING ON WATER

## Poolside Levee for a Bevy of Debs

Maurice B. Frank of Chicago is not only a generous man. He is also a deft and lavish one, particularly when throwing a party. To entertain his 19-year-old daughter Maurine and 39 other debutantes-to-be and 200 guests, Mr. Frank, a prominent businessman, devised a summer garden fete on the nine crabgrassless acres of his plush Glenview, Ill. estate. He provided a king-sized swimming pool sprinkled with four kinds of flowers and floating candles, 105 pounds of tenderloin steak, 12 turkeys, five kinds of ice cream with nine kinds of sauce for it to swim in, scrambled eggs, sausages, flapjacks and a skein of bananas, not to mention pink champagne bubbling from a fountain over fresh strawberries and grapes.

The affair was a summer preview of a new Catholic charity Presentation Ball which will be held this winter in Chicago. Mr. Frank is head of the ball committee. Early in the evening the 40 young girls, including Chicago Mayor Daley's daughter Mary Carol, gathered decorously by their host's pool. Later that night they forgot decorum and splashed in the water (*next page*). The most significant 1958 party fact for sociologists to note was that, of the 20 cases of liquor and champagne ordered, 13 were sent back. What did the guests, all college students except for four chaperones, consume in 6½ hours? Forty-three cases of soft drinks and countless banana splits served up at a highly popular "sundae bar."

ILLUMINATED TENT HOUSED DANCE FLOOR THAT WAS BUSY FROM 9 P.M. TO 3:30 A.M. SOME OF THE GUESTS ALSO DANCED ON POOL TERRACE 50 YARDS AWAY

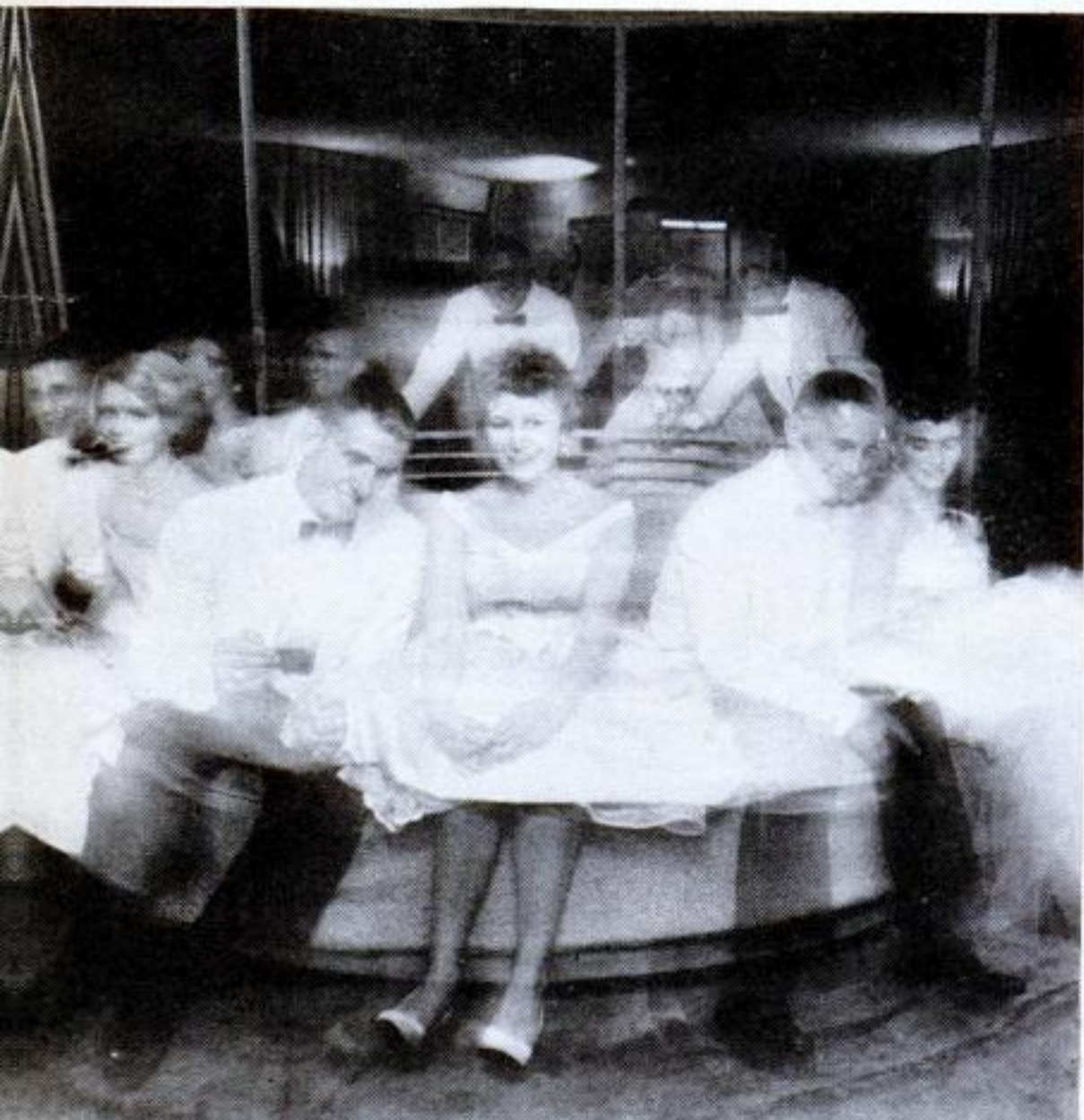


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**POOLSIDE LEVEE** CONTINUED



**TWO O'CLOCK WHIRL**, on revolving bed of house's former owner, is enjoyed by touring guests.



**CANDLELIT HOST**, Mr. Frank helps to light 225 perfumed wax flowers that floated on the pool.



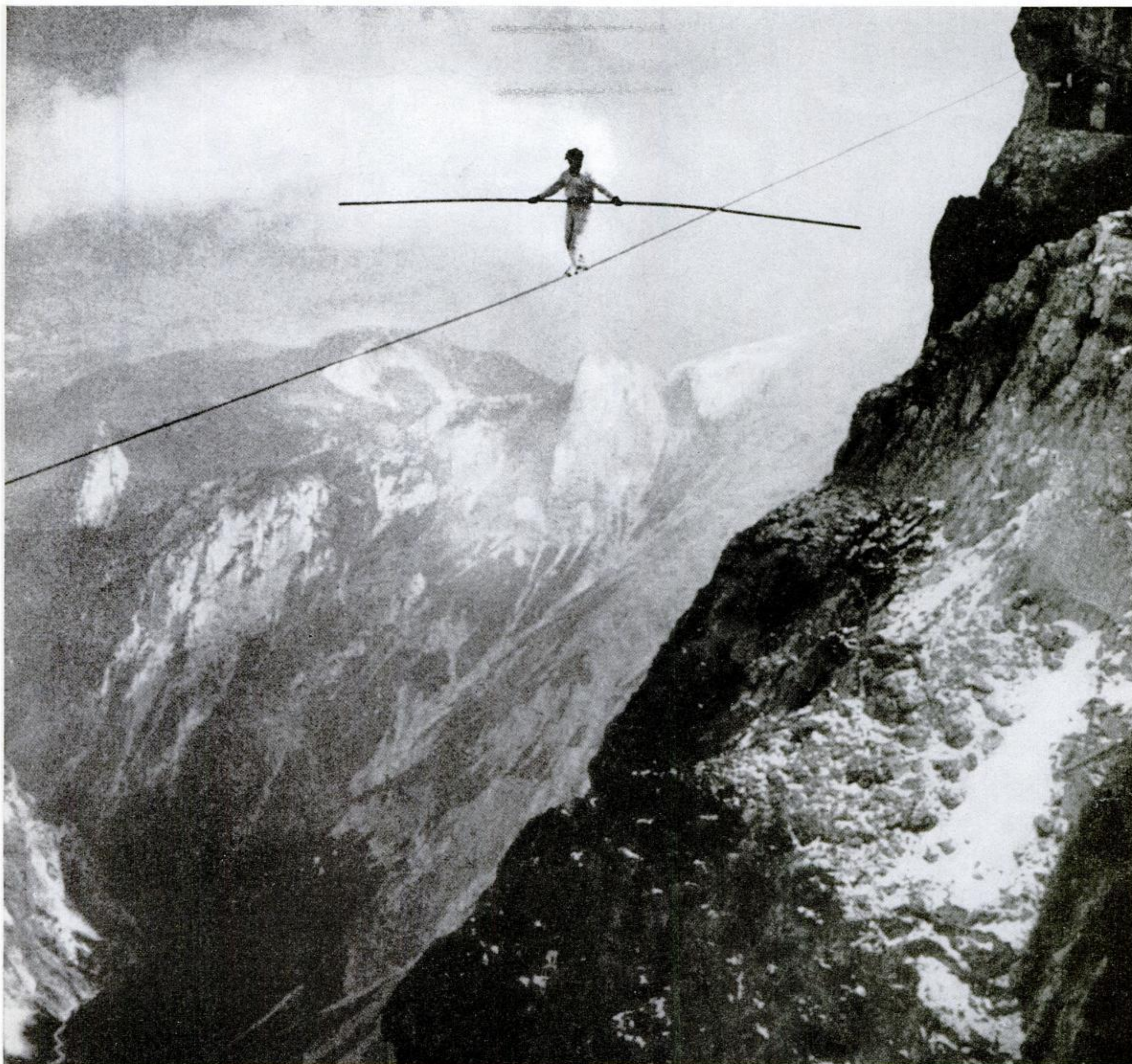
**UNEQUAL BATTLE** on diving board pits Susan Reynolds against Don Ross (*seated*), both of Win-

netka, and Mike McAuliffe of Wilmette. But Susan thwarted their attempt to dump her in the pool.

AROUND MIDNIGHT TWO DOZEN OF THE GUESTS TAKE A DIP. CAREFULLY COIFFED GIRLS FIRST WORRIED ABOUT THEIR HAIR, EVENTUALLY FORGOT IT







Hans Hubmann from Black Star

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## HANDOUT FROM THE HEAVENS

Some dogs, like some people, find out early that it just doesn't pay to knock yourself out. With patience and any luck at all a handout will usually come along. London Photographer Paul Kaye's cocker spaniel, Susan, caught on to this fact while still a puppy. When a

3-year-old neighbor, Stephen Williams, stopped by on a hot rainy afternoon, the pup found that Steve's umbrella served a double purpose. Standing under it, she could keep dry. And simply by sticking her tongue out, she could quench her thirst with the rainwater run-off.





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